

CAPITAL REGION

CALIFORNIA JOBS FIRST (CERF)

Yuba Sutter Subregion Committee Meeting #2

January 9, 2024





Welcome

Pristina Zhang

CA Jobs First (CERF) Yuba-Sutter
Civic Thread

Meeting Agenda:

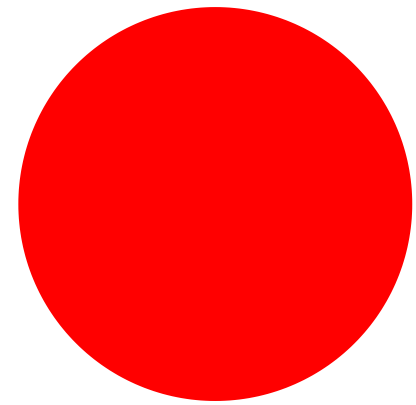
1. Housekeeping
2. Meet the Team
3. About CA Jobs First (CERF)
4. The Yuba Sutter Approach
5. Economic Analysis: Initial Findings
6. Discussion & Group Breakout Sessions
7. Additional Information & Next Steps

General Housekeeping

Requests for People Joining Virtually:

1. Introduce yourself in the chat
2. Please have your cameras on
3. Use headphones with a microphone for best audio.
4. If you have a question, please type in the Chatbox.

Recording Disclaimer



This meeting will be recorded.

For any technical difficulties, please
chat Sherell.

Yuba Sutter Subregional Partner Leads



Kiara Reed
Executive Director
Civic Thread



Pristina Zhang
Project Manager
Civic Thread



Brynda Stranix
President/COO/Economic Dev. District Director,
Yuba-Sutter Economic Development Corp



Daniela Urban
Executive Director,
Center for Workers' Rights



Maikhou Thao
Dir. of Movement-Building Initiatives,
Everyday Impact Consulting



ABOUT CALIFORNIA JOBS FIRST (CERF)

California Jobs First (CERF)

The California Jobs First (CERF) is a new approach to economic development that seeks to center disadvantaged communities as part of California's transition to a clean energy, carbon neutral economy, creating good-paying jobs and prosperous communities for all.

What are we doing here?

What is the goal/outcome of the CA Jobs First (CERF)? How will this feedback be utilized?

The goal?

CA Jobs First (CERF) will support **economic development plans** to create equitable access to **high quality jobs**.

The outcome?

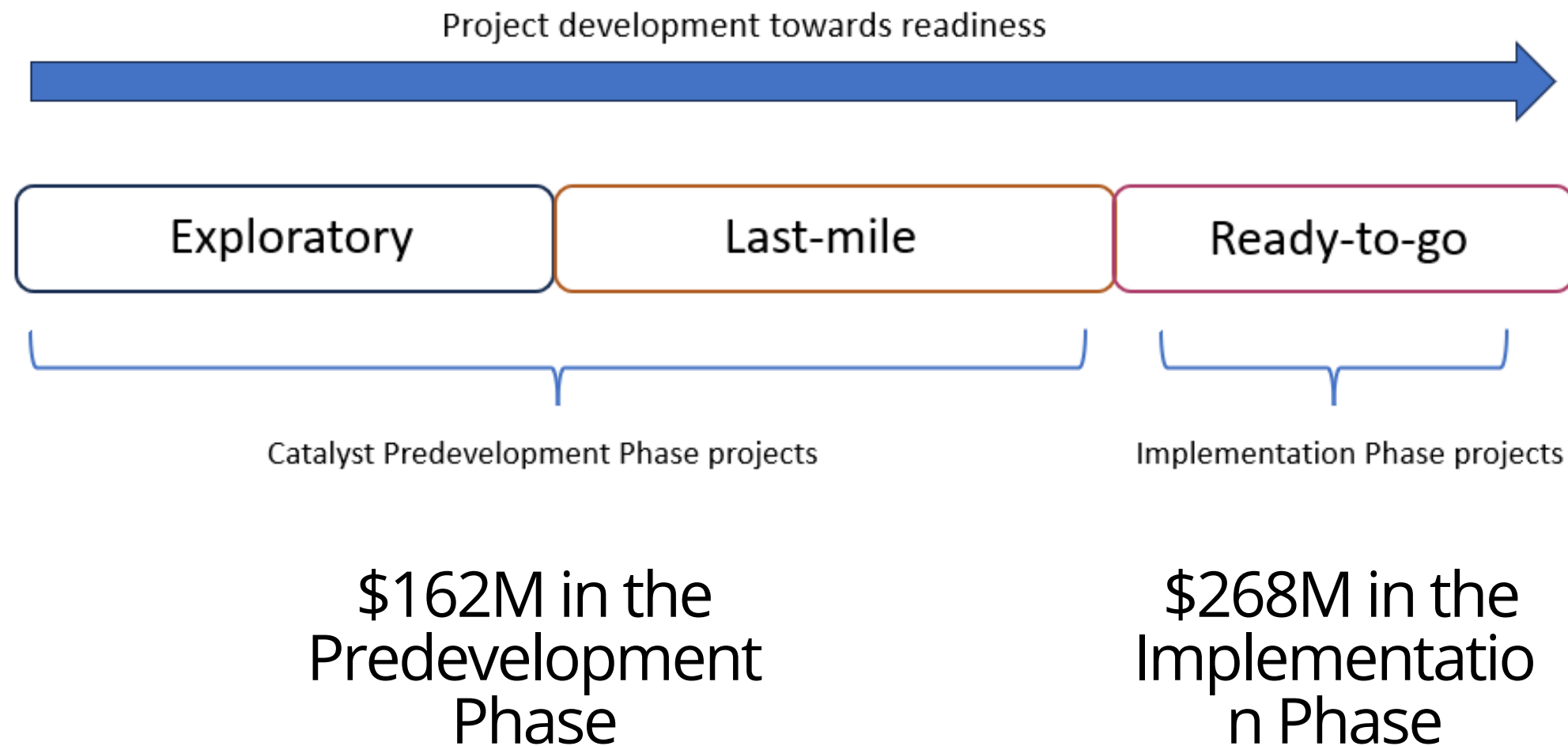
For all regions to have a **portfolio of projects** that adhere to the program's core values and are designed to attract further investment.

How will the input be used?

Input will directly inform the process to identify projects, and ultimately the projects that are put into the portfolio.

What kind of projects are we talking about?

Project Development Pipeline



California Jobs First (CERF) will invest up to \$450 million statewide in projects that support a **community-led, climate-forward** economy.

Exploratory Projects

- In the early stages of development.
- An idea or a back-of-the-envelope plan
- May need dedicated funding to study and develop into potential projects and conduct feasibility assessments.

Ready to go Projects

- Completed **ALL** necessary plans or studies
- **Secured** additional funding sources or soon-to-be secured, if applicable
- Construction projects must include the following:
 1. Proof of site control
 2. Preliminary permitting and approvals
 3. Additional criteria

Last Mile Projects

- Completed feasibility study if applicable
- Have **some** necessary plans or studies completed
- Potential funding sources identified



[Project Readiness
Guide](#)

THE YUBA SUTTER APPROACH

Comprehensive Economic Development Strategy (CEDS)

What is the CEDS?

Reflects the vision of the Yuba-Sutter Economic Development District for regional prosperity and economic development. This plan is meant to be a guide for the entire community, benefitting businesses, residents, students, workers and elected leaders of the Yuba-Sutter region.



[Link to CEDS](#)

How does this align with CA Jobs First (CERF)?

CA Jobs First (CERF) is rooted and guided by the values and identified strategies in Yuba Sutter's most current CEDS, and will work to further cultural understanding, inclusion, and equity in the workforce (See Goal 2, Tactic 2)

Subregional Roundtable #1 (Nov 16) Recap

Key themes we heard:

Challenges - Increasing economic disparities & negative impacts to environment and health.

Solutions - Create a shared vision, elevate disadvantaged voices and needs, & high-quality jobs.

Goals - Foster collaboration, create agreements to uphold equity in future opportunities & projects

Shared Feedback from the Yuba-Sutter Workforce

- Community is experiencing limitations in finding applicable job opportunities
- Community is experiencing challenges in job transitioning due to language and transportation barriers
- Gaps in skill and/or education
- More language accommodations needed for Dari and Pashto speakers



[Notes](#)



[Slides](#)

3 Step Action Plan

The Yuba-Sutter subregion will use a High-level 3-Step Action Plan to meet community needs for jobs by:

- Identifying priority projects
- Developing equity proposals
- Negotiating project benefits

**CITIES GPS
REGIONAL ECONOMIC
ANALYSIS:
INITIAL FINDINGS**



Maritessa Bravo Ares

Sr. Project Manager
Valley Vision

maritessa.ares@valleyvision.org



Renee John

Managing Director
Valley Vision

renee.john@valleyvision.org

Role of Research

1

**Help determine our
region's
opportunity
landscape**

2

**Provides data as one
of multiple inputs
for decision-making**

The region's economy proved resilient through the pandemic and recovery

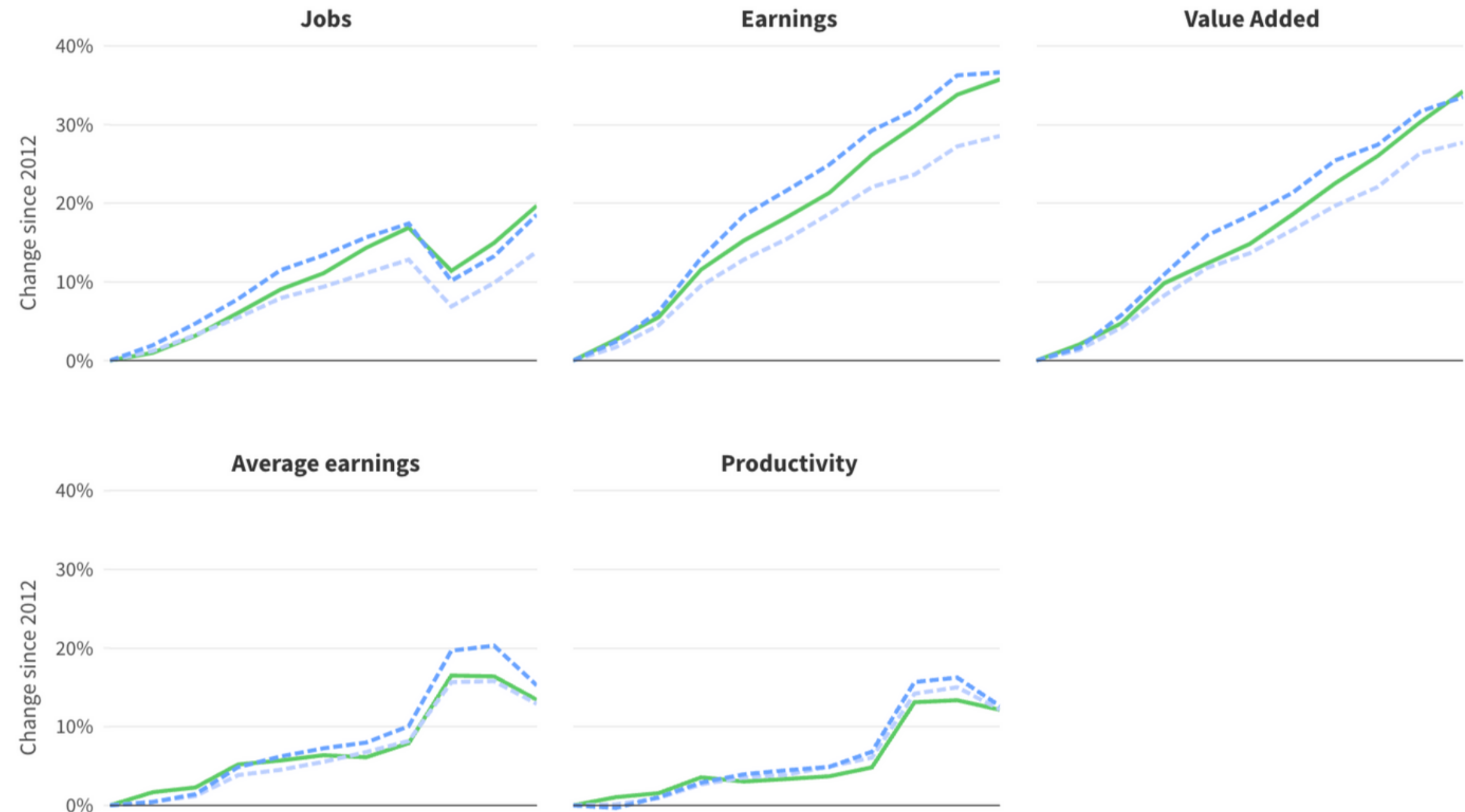
- **The Capital region saw better-than-expected economic performance through the pandemic and recovery.** In 2014, the region's economy began to meaningfully outperform that of the U.S., though it trailed that of California slightly. The pandemic-era recession of 2020 affected the Capital region less severely and the region experienced a stronger recovery relative to state and national benchmarks.
- **This performance over time has been powered by the region's suburban subregions.** El Dorado, Placer, Sutter, and Yuba Counties saw the most dramatic growth and resilience during this period. The largest subregion -- Sacramento and Yolo Counties -- outperformed the U.S. but lagged California on most measures during the recession and recovery.
- **These trends look different for tradable versus local-serving industries.** Performance in the Capital region's tradable industries has lagged benchmarks since almost the beginning of the period of analysis. These industries experienced severe recessions in line with national and state benchmarks but also saw stronger recoveries. By contrast, local-serving industries outperformed benchmarks from the beginning of the period and have proven more resilient.

Expected versus actual economic growth over time in the Capital region, 2012 – 2022*

Expected change in the region based on national or state macroeconomic and industry trends versus the actual, measured change

Select a sector or industry: **Total, all industries**

Actual U.S. expected CA expected



Source: Brookings and Cities GPS analysis of Lightcast estimates.
*Using dynamic shift-share analysis to reduce sensitivity to choice of start year and inter-year shifts.

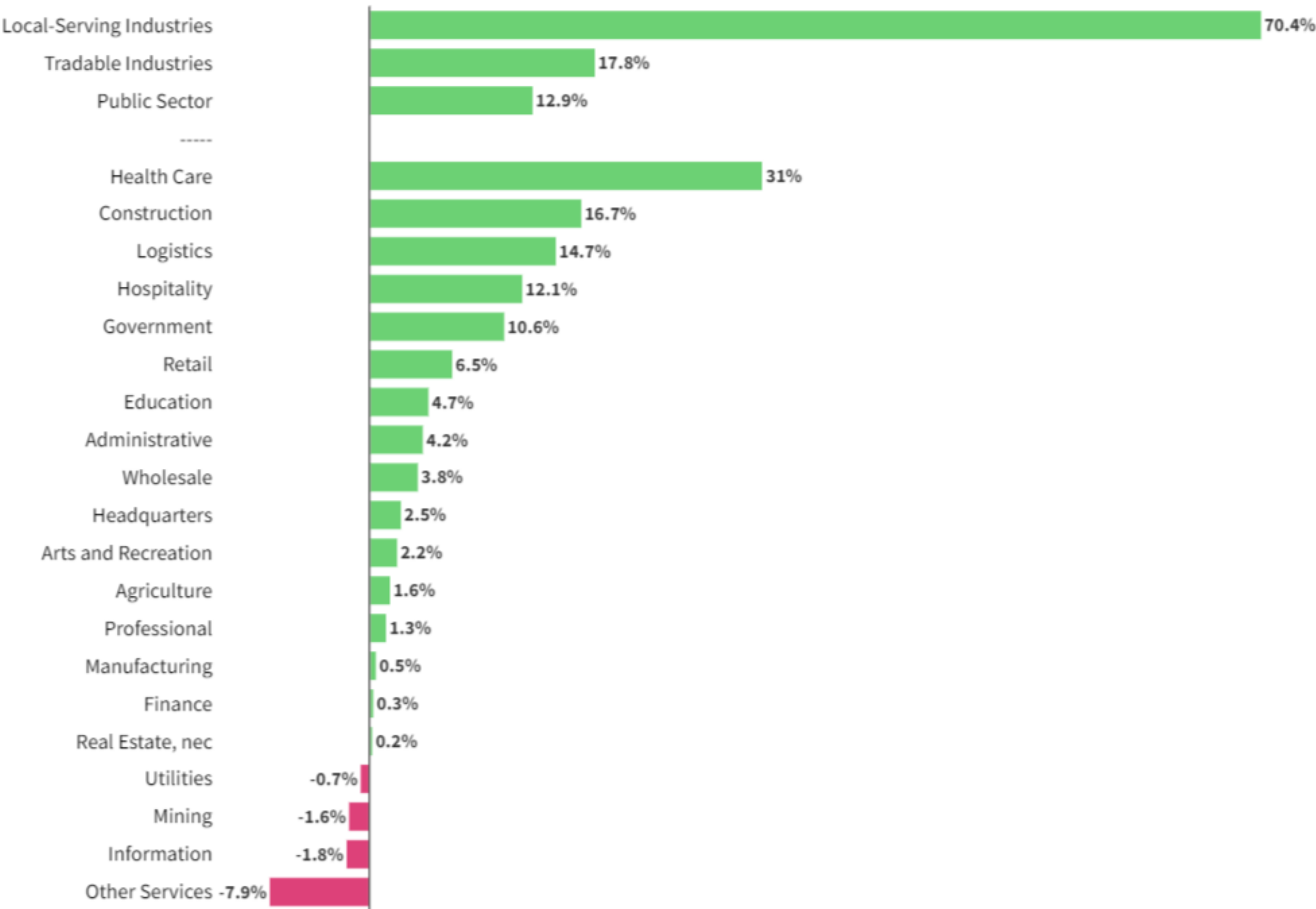
Local-serving industries have fueled most of the region's job growth since 2012



- **Disproportionate gains in employment share can be found in local-serving industries, serving as the Capital Region's economic backbone.** Job growth for tradable industries and the public sector varies throughout the region, but major employment gains in local-serving industries are a key driver of the region's economic development.
- **Most industries experienced positive overall growth.** The majority of industries contributed to employment growth throughout the region. Key contributors for the region and its subregion include health care, construction, hospitality, and logistics.
- **Information struggles throughout the region.** For the entire region and its county subregions, the information industry produced negative growth for employment share. Ultimately, this failed to limit overall development, as its impact reached a maximum extent of -3.2% in Sacramento and Yolo counties.

Actual share of employment growth by industry in the Capital Region 2012 – 2022*

Select geography: Yuba and Sutter counties



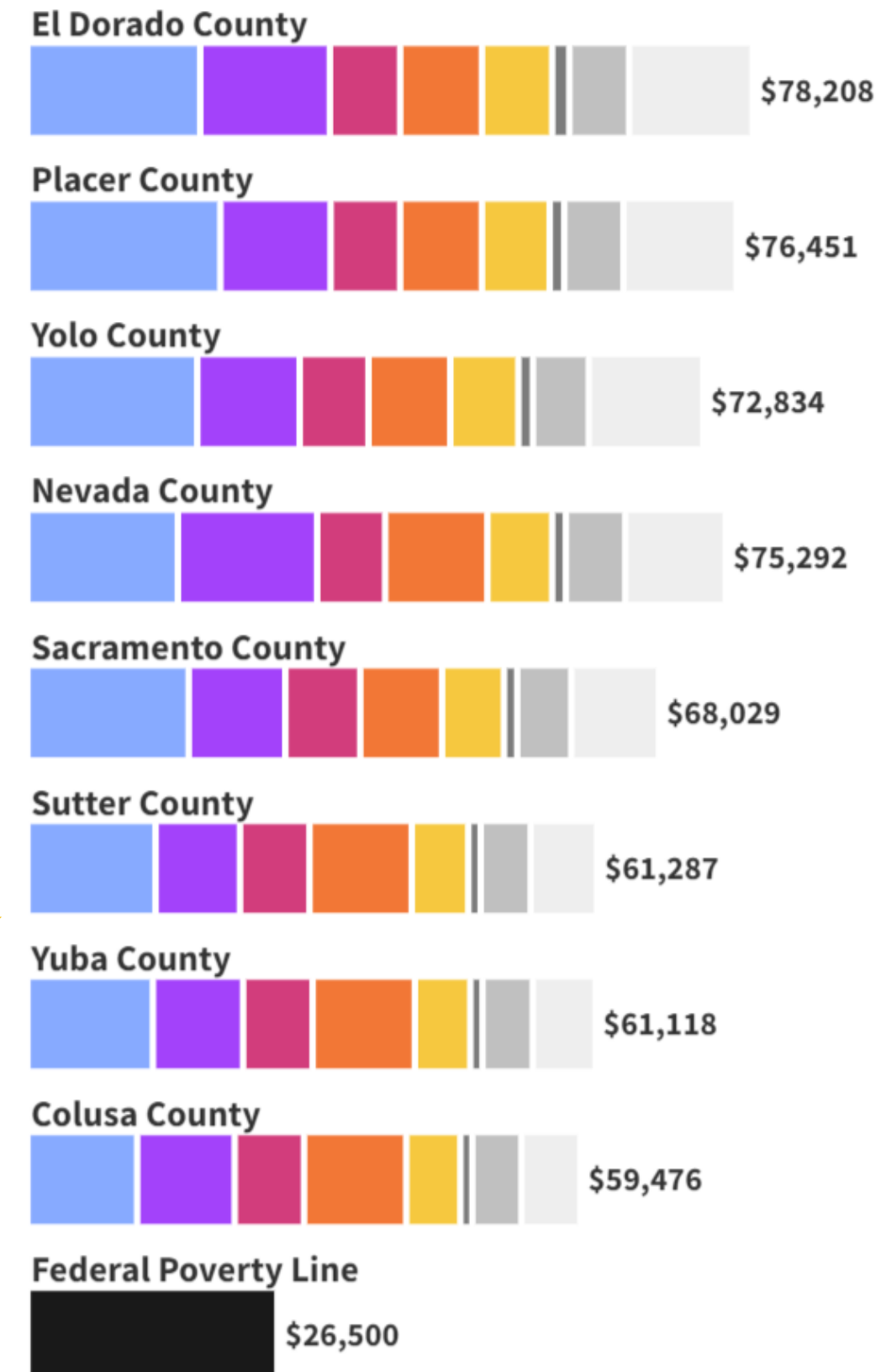
Source: Brookings and Cities analysis using Lightcast E

Annual self-sufficiency standard for select family types in the Capital region, c. 2021

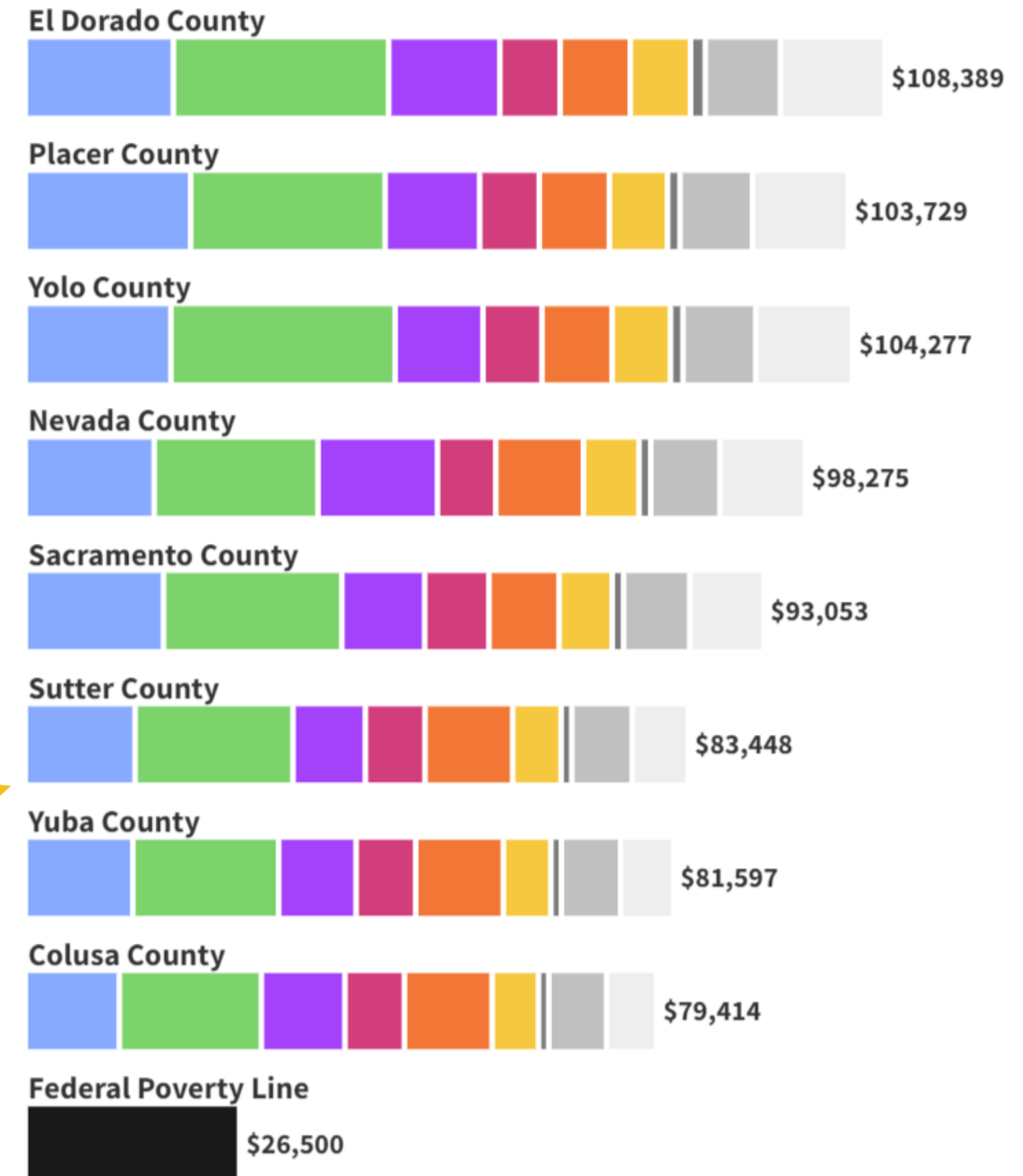
Family type: Two adults and two kids (1 preschooler, 1 schoolager) ▼

Housing Child Care Food Transportation Health Care Miscellaneous Emergency Savings Retirement Savings Taxes Federal Poverty Line

One full-time worker



Two full-time workers

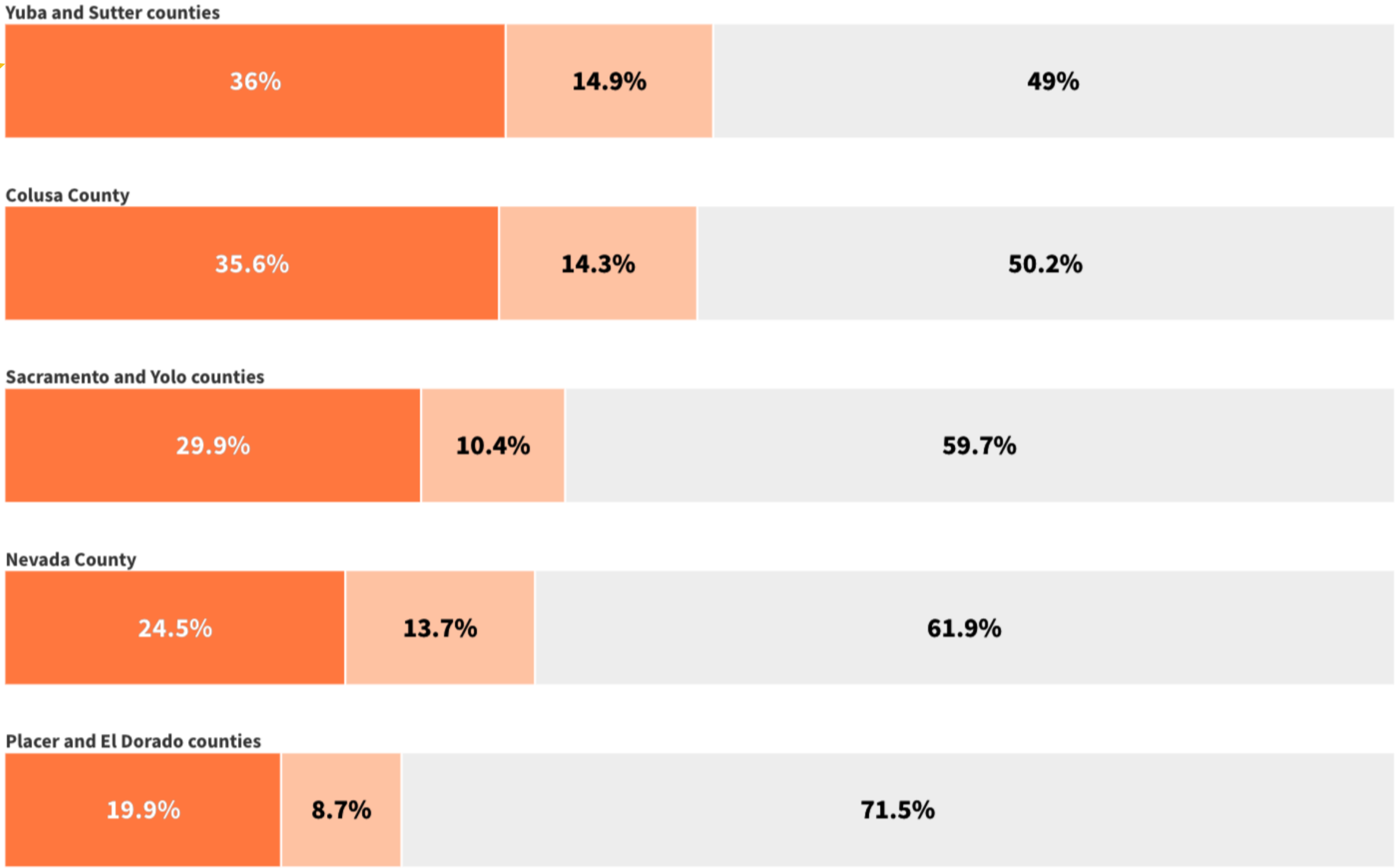


Share of population in families that struggles to make ends meet

Members of families whose non-transfer income fell short of the self-sufficiency standard

Select year: 2021

Struggling working families Struggling non-working families Non-struggling families



But families are struggling to make ends meet.

Nearly **51%** of residents in Yuba and Sutter Counties belong to families whose income does not cover basic costs.

Of that group, most residents belong to families with at least 1 adult worker.

Share of population in families that struggle to make ends meet, by age group

Members of families whose non-transfer income fell short of the self-sufficiency standard

Select year: 2021

Struggling working families Struggling non-working families Non-struggling families

★ Yuba and Sutter counties

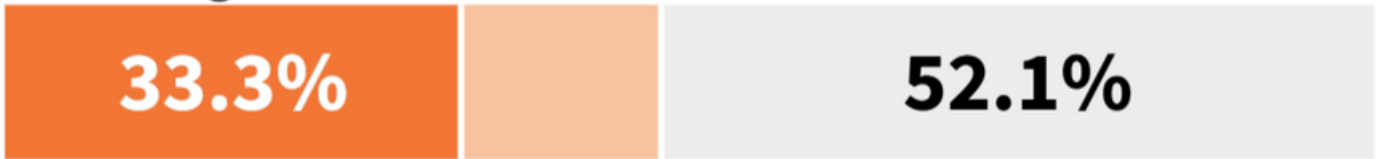
Children



Parents



Prime-aged



Seniors



In Yuba and Sutter Counties, children represent the largest age group living in struggling or “striving” families.

Helping workers heading struggling families with children find quality, family-sustaining jobs is key to addressing this long term challenge.

Large portions of struggling workers are young, mid-skilled, and people of color



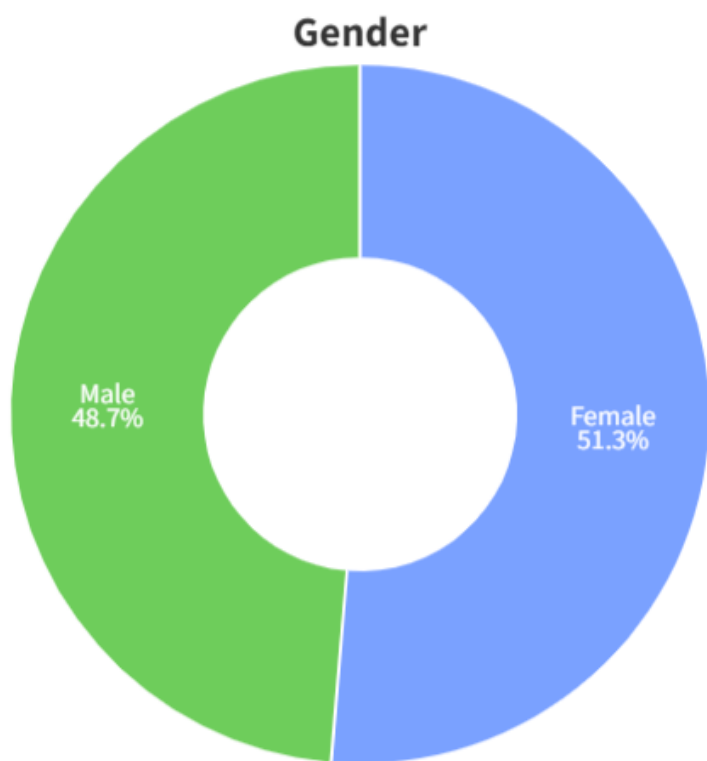
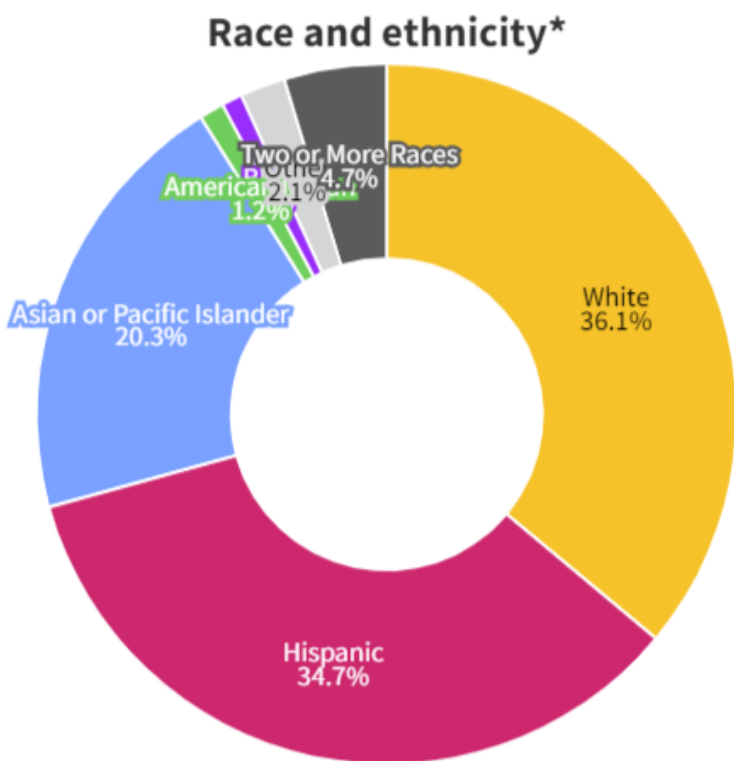
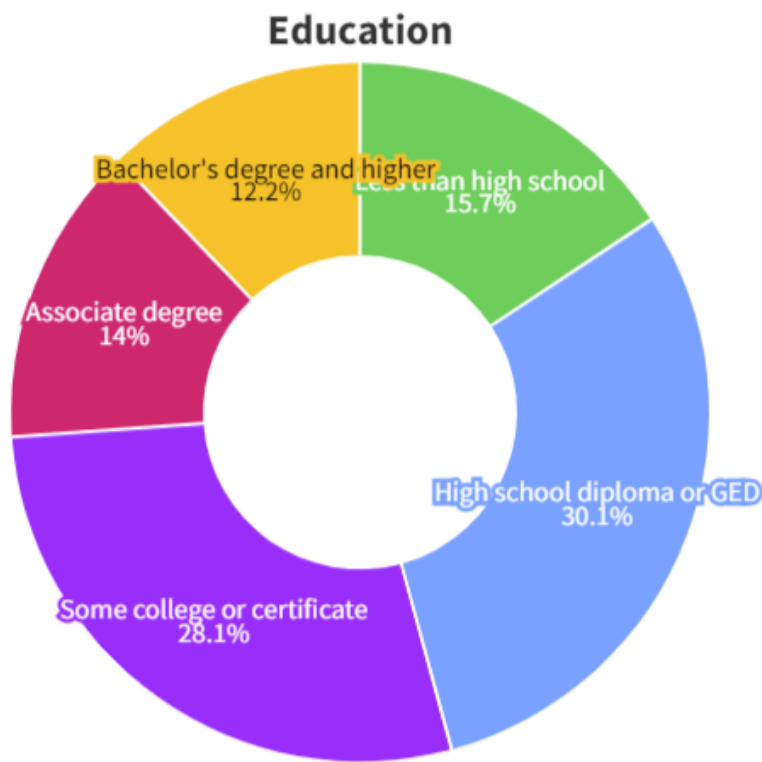
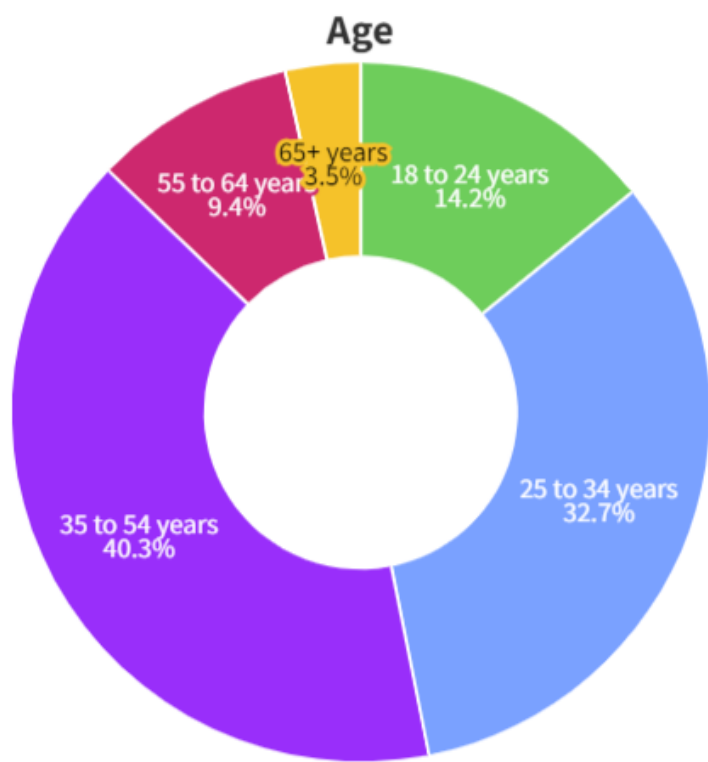
- **As much as two-thirds of struggling adults are at an age when many adults start or are actively raising a family.** This point underscores how high costs of living combined with too few well-paid jobs can impede household formation, delay choices to start families, and limit parents' ability to provide the resources that will help their kids thrive.
- **Close to 40% of struggling workers have some post-secondary education less than a bachelor's degree.** Additionally, almost 30% have a high school diploma or equivalency. These are workers with education and skills that should enable them to find well-paid work.
- **Over half of struggling workers are people of color.** Because so many struggling workers are parents of a majority of the region's children, helping struggling workers get ahead is not only about addressing current racial disparities but also preventing future ones.
- **A slightly larger portion of struggling workers are men** because in struggling families men participate in the labor force at a higher rate than women, who may assume caretaking responsibilities for children or differently abled adult family members.

Share of all workers that that struggle to make ends meet by group

Adults in labor force who belong to families whose non-transfer income fell short of the self-sufficiency standard

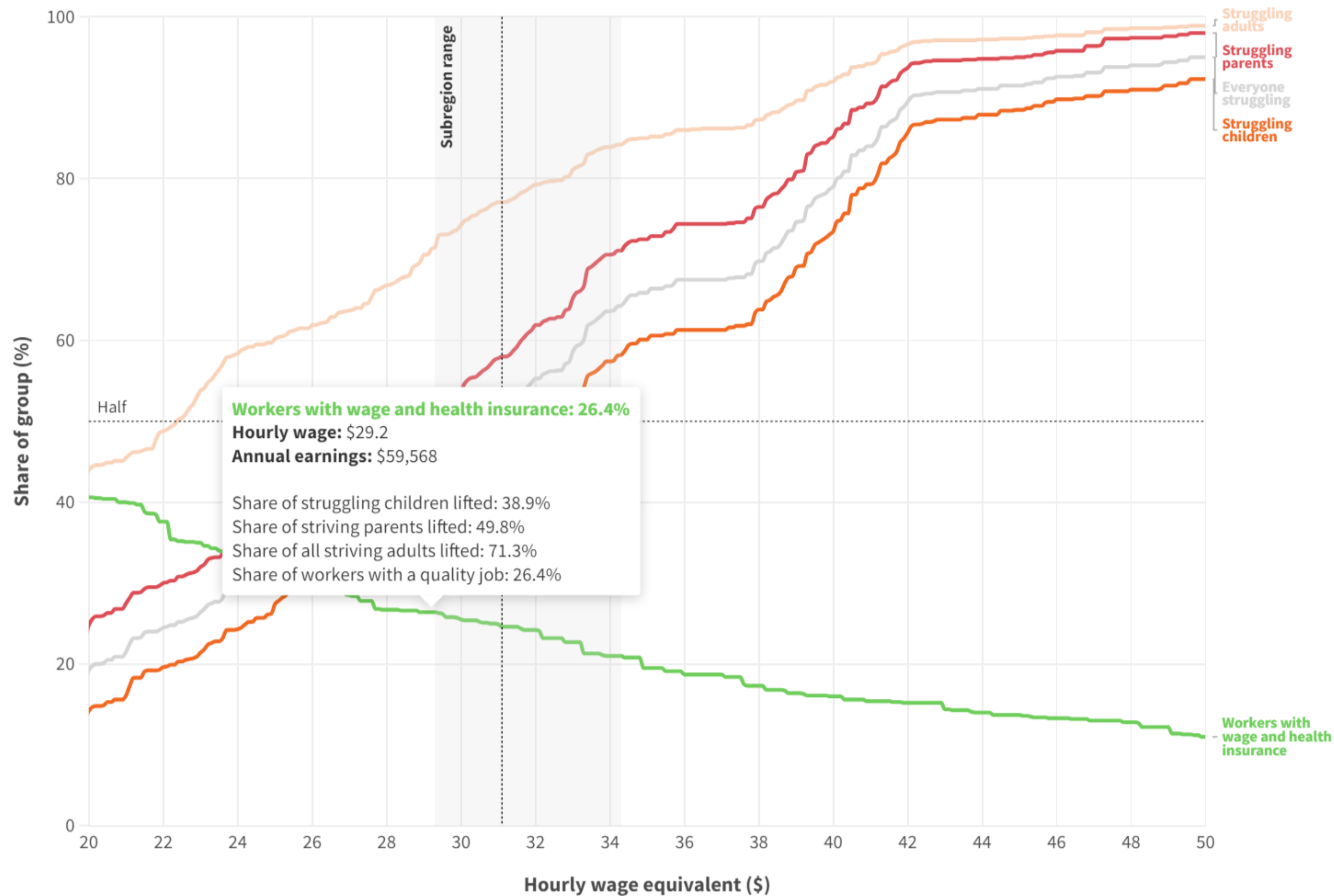
Select geography: **Yuba and Sutter counties**

Select year: **2021**



Share of population that would be "self-sufficient" at each wage level

Select geography: Yuba and Sutter counties



Striving families need high earnings to be self-sufficient in Yuba and Sutter Counties.

Making half of Yuba and Sutter Counties' struggling parents self-sufficient would require a wage of \$29.20 per hour or \$59,568 per year, on average.

Identifying “Opportunity Jobs” in the Capital Region

“QUALITY JOBS”

- Pay a livable wage on an annualized basis while accumulating some savings to get ahead, based on family composition and a localized set of basic living expenses
- Provide employer-sponsored health insurance (a proxy for employee benefits)
- Afford stability in retaining or leading to another good job in the future

“PROMISING JOBS”

- “Promising jobs” do not meet all the quality job criteria, but provide career pathways leading most workers to a good job within 10 years.
- For example, this recognizes that entry-level work often cannot meet all needs, but some positions enable people to progress based on acquisition of new skills and experience.

“OTHER JOBS”

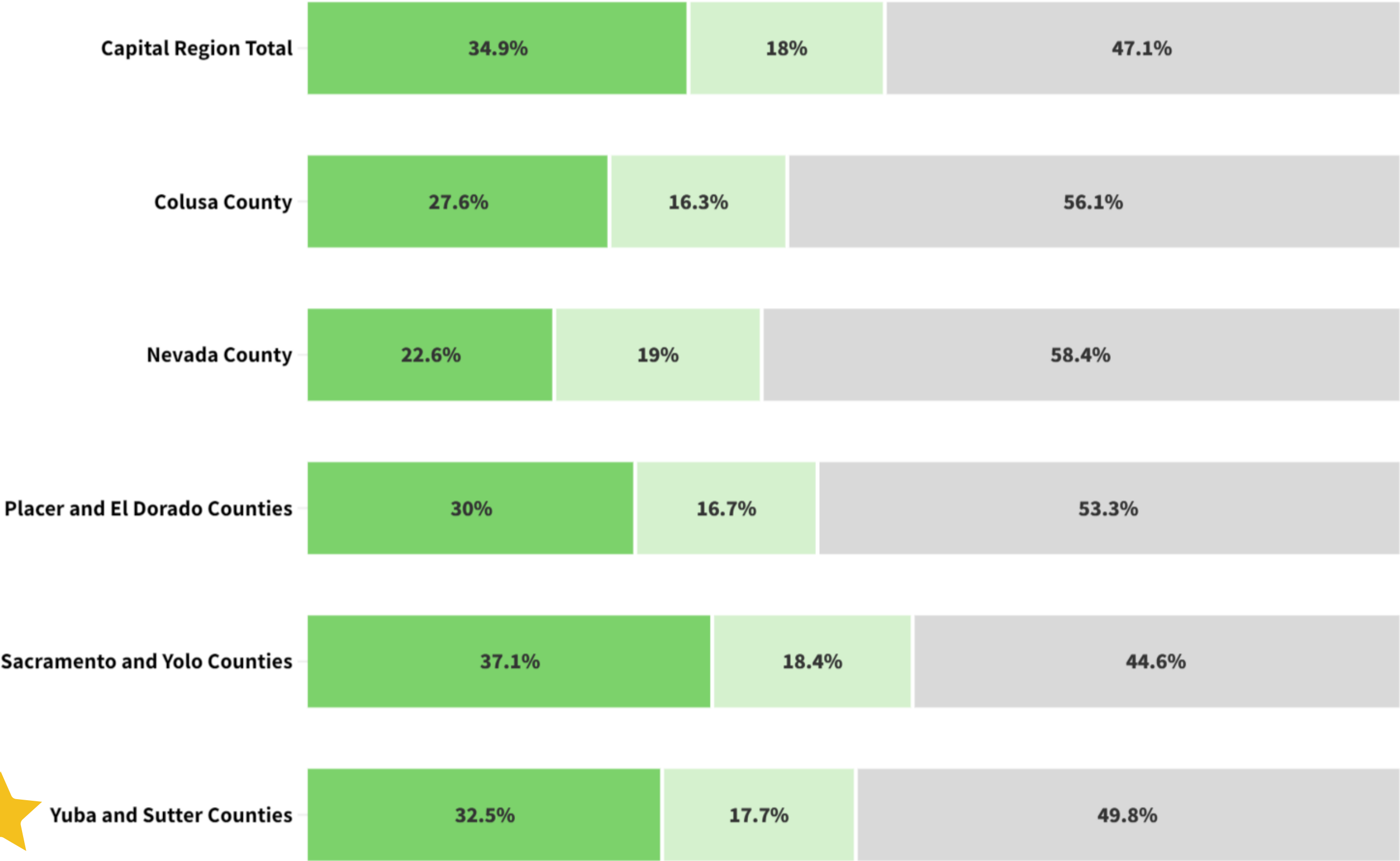
- Do not qualify as good or promising

“Opportunity Jobs” include both “quality jobs” and “promising jobs” types

**These definitions are from Cities GPS.*

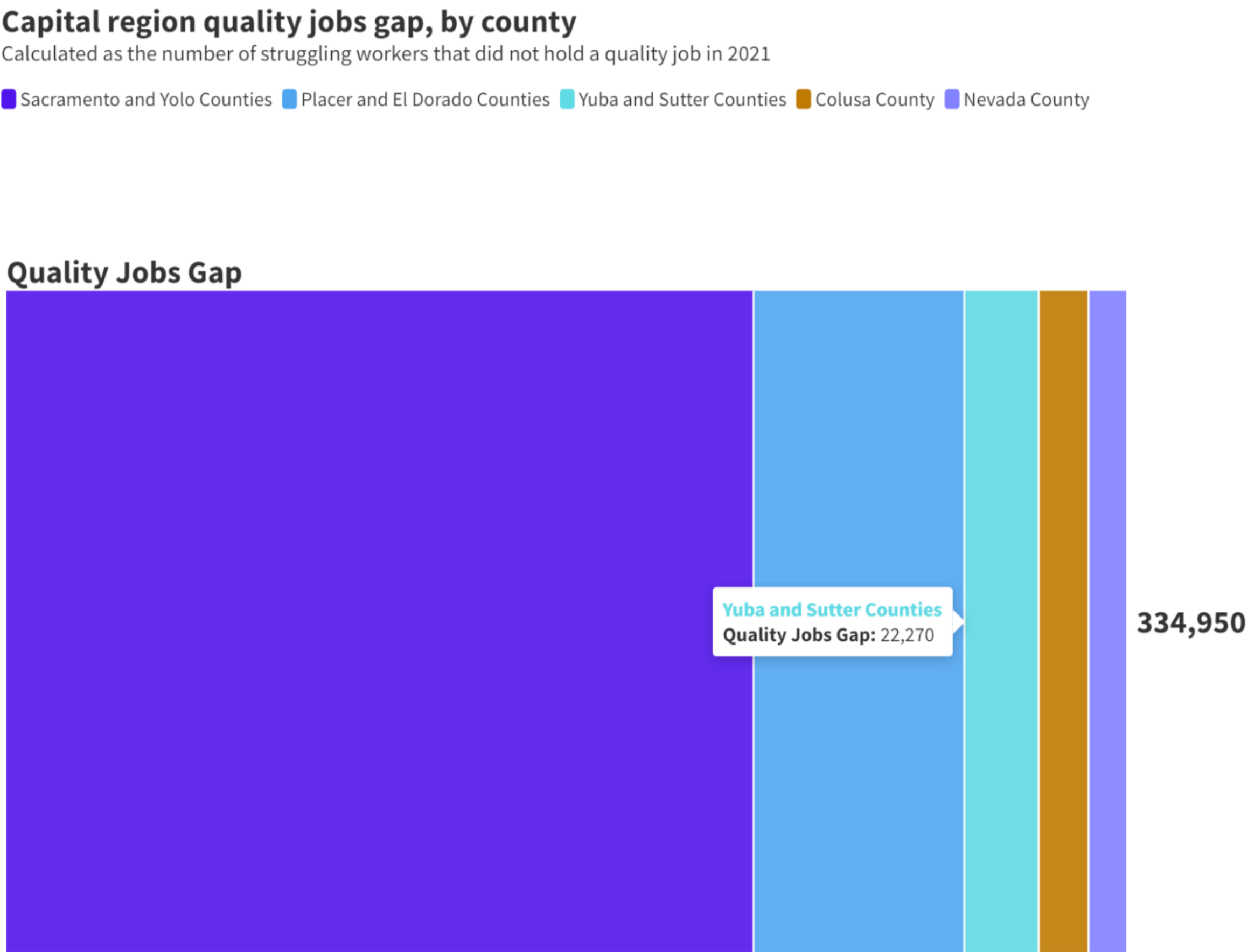
Share of jobs that are "opportunity jobs" in the Capital region

Quality Jobs Promising Jobs Other Jobs



Over half the Capital Region's jobs are opportunity jobs

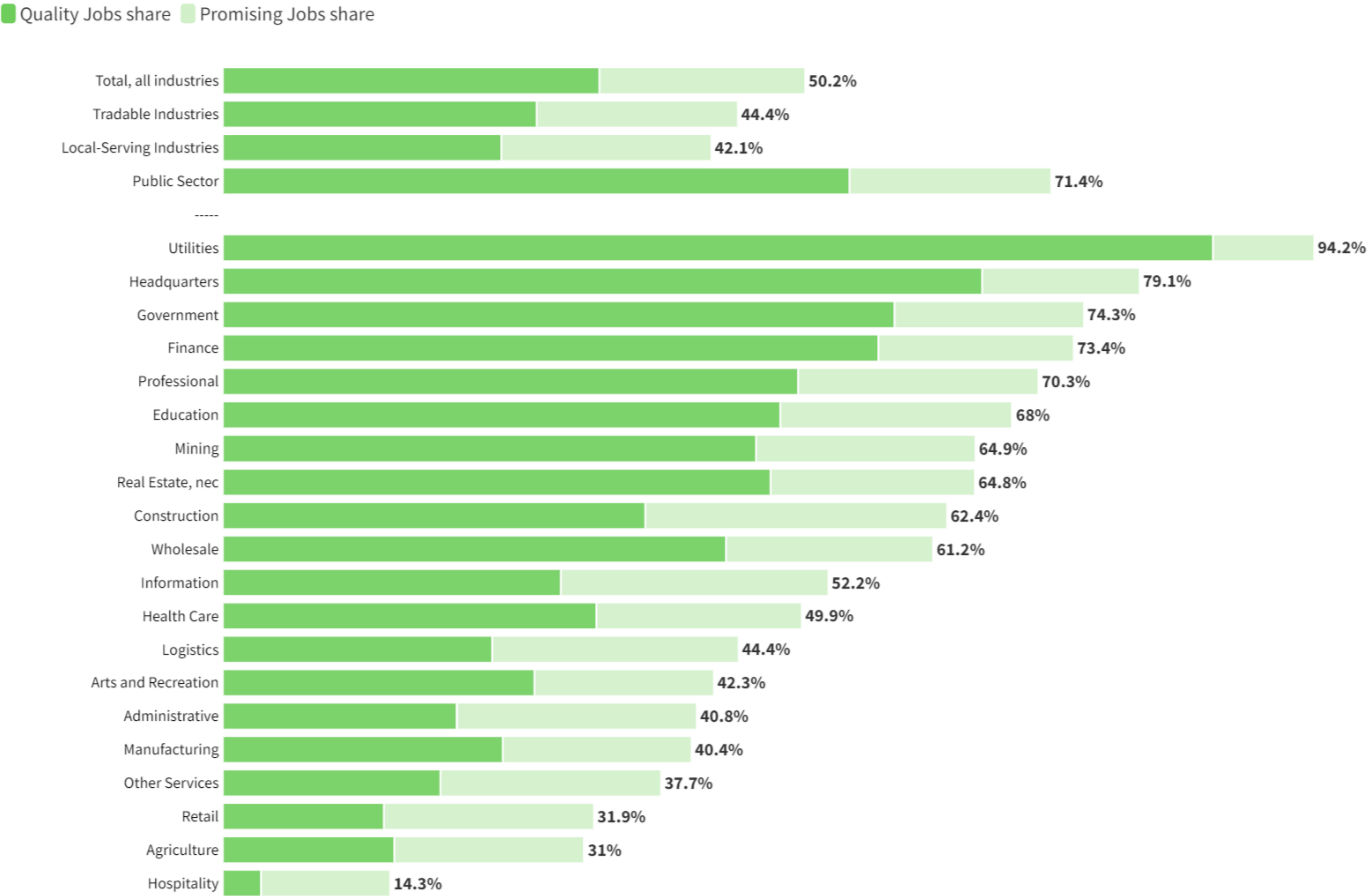
This leaves a large gap in availability of quality jobs needed to meet regional opportunity objectives



Some industries concentrate quality jobs while in others quality jobs are scarce

Share of opportunity jobs among the Capital region's industries, 2022

Select geography: Yuba and Sutter Counties



GROUP DISCUSSIONS

Discussion Questions

Prompt #1: Understanding Community Needs

- Does the research presented reflect what is happening in your community?
(be specific about why or why not)
- How do the listed industry's employment growth rates match up to the current employment needs you observe in your community?
- What are some challenges or barriers you've seen folks experience from gaining employment in any of the listed industries? (language, transportation, exposure, skill?)

Prompt #2: Expectations and Goals

- Does the definition of a *high quality job* reflect your expectations of what a *high quality job* looks like in Yuba-Sutter? If not, what is it missing?
- What outcomes or goals would you like to see achieved through this process, whether for your industry or for the general subregion?
- What would make this initiative a success for you personally or for your organization?

ADDITIONAL INFORMATION

Key Meeting Dates for Yuba-Sutter

Next Subregional Committee Meeting #3:

- **January 23rd, 2024** (6:00 to 7:30 pm)
- Additional details TBD



Save the Date!

Compensation Guidelines



Guidelines

- **Collaborative Members:** \$75 for today. You will be tracked and submitted to VV for direct payment.
 - If you want to participate recurringly in this process consider joining the Collaborative!
- **New Participants:** \$50 for today. You will be tracked and submitted to VV for direct payment.
- Payment will be sent to the email you registered with. For another form of contact, please email ASAP
 - Xitlalitl, xshafer@civicthread.org
- Timelines for payment can be found in the QR code

Staying Connected in Yuba-Sutter Subregion!



Pristina Zhang
CA Jobs First (CERF) Yuba-Sutter
Project Manager
Civic Thread
pzhang@civicthread.org



Brynda Stranix
President, COO, Director
Yuba-Sutter Economic Development Corp
bstranix@ysedc.org



Daniela Urban
Executive Director
Center for Workers' Rights
daniela.urban@rightscenter.org

To contact Valley Vision (the Regional Convener), email cerf@valleyvision.org. To subscribe to the Capital Region's CA Jobs First (CERF) newsletter & view additional resources, visit:

<https://bit.ly/SacCERF>

Take the Post Survey!



[Survey Link](#)

Thank you for attending the January 9th Yuba-Sutter Subregional Roundtable. Please complete the survey so we can collect your thoughts!