

CAPITAL REGION

CALIFORNIA JOBS FIRST (CERF)

Yuba-Sutter Subregion Committee Meeting #3

January 23, 2024





Welcome

Kiara Reed

CA Jobs First (CERF) Yuba-Sutter
Civic Thread

Meeting Agenda:

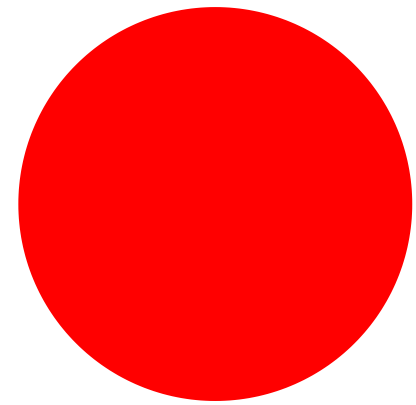
1. Housekeeping
2. Yuba-Sutter Partners
3. About CA Jobs First (CERF)
4. Projects Overview & the Four Objectives
5. Roundtable Discussion
6. Additional Information & Next Steps

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 Xitlalitl.

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



**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 for the **Leadership Council** to vote on.

The State will be final decisionmaker on what projects move forward.

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)

3 Step Action Plan

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



Subregional Roundtable #2 (Jan 9) Recap

Summary of Meeting

- Civic Thread shared an intro to CA Jobs First and the Yuba-Sutter approach
- Valley Vision provided Yuba-Sutter economic data gathered by Cities GPS
- Growing economic development through entertainment and retail was a significant note
- Identified industries that are bringing jobs to rural areas of Yuba-Sutter but have barriers for recruitment

Shared Feedback from Yuba-Sutter Attendees

- Yuba-Sutter does not receive equitable investment compared to the region
- Job satisfaction should be considered when defining a high quality job
- Infrastructure will need to grow with economic growth
- There is opportunity in transportation, trails, forestry, and wastewater projects.
- Accessibility gaps to jobs include: skill, education, and transportation
- This project's success will be measured by how much change this community feedback has impacted



Notes



Slides

PROJECTS OVERVIEW

Timeline

- State Guidance on Project Criteria to be provided at end of month/early February 2024
- YSEDC has already started identifying a few potential projects in the subregion
- Your feedback today can help further the conversation and identify additional project opportunities

CA Jobs First Objectives

Equity	The project addresses diverse communities needs and barriers, especially populations historically excluded from economic development processes, and disinvested communities
Sustainability	The project offers self-sustaining economic development and aims at a carbon-neutral, climate-resilient economy addressing the subregion’s unique needs
Job Quality and Access	Projects can provide high quality jobs with benefits such as family-sustaining wage, health benefits, a pension, opportunities for advancement. These jobs offer stability and safe working conditions, and are accessible.
Economic Competitiveness & Resilience	These projects can compete effectively, and deliver prosperity and opportunities to the subregion.

CA Jobs First: Example Case Study

Integrating Innovation and the North State's Working Landscape

Applicant: Siskiyou Economic Development Council

Award: \$2,145,000.00

Key Partners: Shasta Economic Development Corporation will serve as the second business innovation hub and provide programming, planning, and technical assistance services.

Project Description: Integrating Innovation and the North State's Working Landscape will fund final construction costs to **rehabilitate Yreka's Carnegie Library Building** and convert it into a **community-driven business and industry innovation hub to serve our regional working landscape sectors**. The program will support the Siskiyou Economic Development Council and Shasta Economic Development Corporation in their missions to **advance the North State's working landscapes industries** via **programming, planning, and technical expertise which will help agriculture, outdoor recreation tourism, and wood sectors develop new products, create high-road jobs, cross-collaborate, and develop climate resiliency practices**. Thus, integrating Innovation in the North State's Working Landscape is a model for equitable investment in severely disadvantaged communities.

Equity

Sustainability

Job Quality
and Access

Economic
Competitiveness
& Resilience



More
examples

GROUP DISCUSSIONS

Discussion Questions

- Are there other potential projects within Yuba-Sutter you are aware of?
- Where can we connect with these project owners?
- Who else should we be talking with to identify potential projects and stakeholders?

Discussion Questions

How can potential projects or previous projects champion the four objectives?

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Economic Competitiveness & Resilience	These projects can compete effectively, and deliver prosperity and opportunities to the subregion.

Discussion Questions

Thinking about past projects, how have you observed them embodying the four objectives?

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Sustainability	The project offers self-sustaining economic development and aims at a carbon-neutral, climate-resilient economy addressing the subregion’s unique needs
Job Quality and Access	Projects can provide high quality jobs with benefits such as family-sustaining wage, health benefits, a pension, opportunities for advancement. These jobs offer stability and safe working conditions, and are accessible.
Economic Competitiveness & Resilience	These projects can compete effectively, and deliver prosperity and opportunities to the subregion.

Discussion Questions

- What would be a successful outcome for you as you engage in the process? What information do you or communities you serve need to engage in this process?

Discussion Questions

Jamboard Link:
https://bit.ly/CERF_RT3



ADDITIONAL INFORMATION

Leadership Council:
Yuba-Sutter Seat Opening
Coming Soon!

Key Meeting Dates for Yuba-Sutter

Next Subregional Committee Meeting #4:

- February 27, 2024
- Details TBD

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!



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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 23rd Yuba-Sutter Subregional Roundtable. Please complete the survey so we can collect your thoughts!