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Quinn Brady

Project Director for Uplift
Central Coast

&





Uplift

Central Coast



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 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 + 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 + diversify regional economies. Apply for implementation funding.**

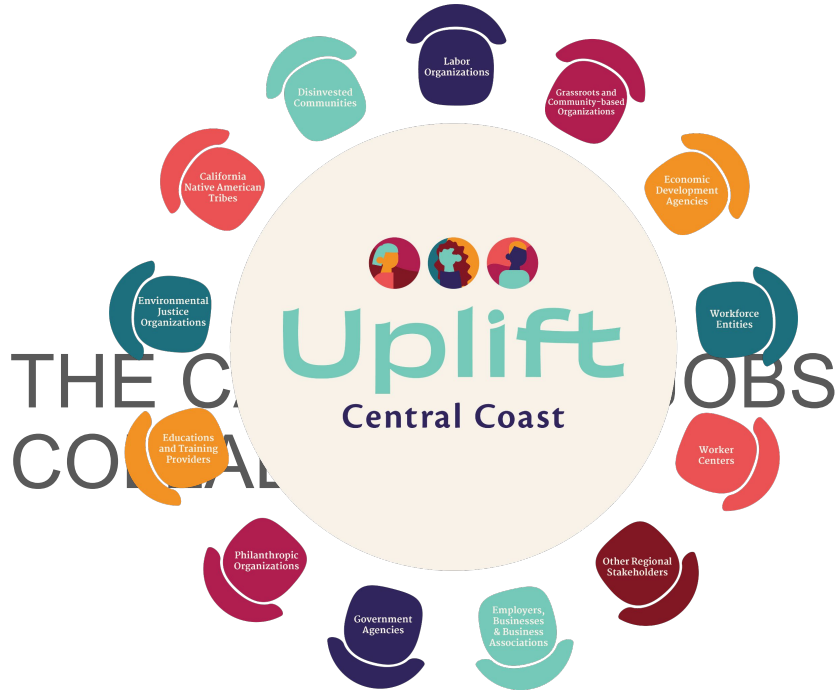
North Star

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

ABOUT UPLIFT



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 administrative team.



Regional Steering Committee

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



THE COASTAL JOBS FIRST REGIONAL

Community Engagement

ABOUT UPLIFT

Uplift's Highlights to Date

Below is a snapshot of key accomplishments as of December 2, 2023.

33 **Committee members confirmed** across the Vision and Regional Steering Committees

34 **Community engagement sessions held**, including Community Convenings and Listening Sessions

20 Official **Committee meetings held** across the Vision and Regional Steering Committees

1,684 **Community members in attendance** across community engagement sessions

100s **Data points analyzed** for the Uplift Data Book

1,072 **Inclusivity Funds distributed, totaling \$107,200** not including taxes

40 **Interviews conducted with industry leaders and employers** around the region

229 **Stakeholders actively involved** with the Uplift Coalition*

Listening Sessions and Roundtables Overview

Listening Sessions and Roundtables are platforms to gather insights based on participants' lived experiences to inform plans for a more viable, equitable, and sustainable regional economy.

Listening Sessions

A space for the **public to share concerns and challenges** that have prevented communities from accessing economic opportunities and talk through how to address **needs among underserved and disinvested communities.**

Roundtables

Issue and/or industry specific forums where community members can discuss **challenges to economic prosperity specific to their industry** and potential opportunities for addressing those challenges.

Community Meetings

Informative meeting for general public. The goal is to present the Uplift Coalition Strategic Plan and receive feedback from community members.

Community Engagement Services Grant: Selected

Santa Cruz CBOs
Housing Matters

San Benito CBOs
Youth Alliance

Cross-County Northern CBOs

- Ventures
- Healing and Reconciliation Institute
- Mujeres en Acción

Monterey CBOs

- Action Council of Monterey County, Inc.
- First 5 Monterey County
- Monterey Bay Central Labor Council, AFL-CIO

Cross-County Southern CBOs

- True Nature Society dba Quail Springs
- Corazon Latino
- Women's Economic Ventures

San Luis Obispo CBOs

- Community Foundation SLO County
- Center for Family Strengthening
- The Gala Pride and Diversity Center

Santa Barbara CBOs
Santa Maria-Lompoc NAACP

Ventura CBOs

- Shelter Care Resources,
- Ventura County NAACP



The Regional Plan Part I

The Regional Plan Part I and Part II Overview

The Regional Plan Part I:

The Regional Plan Part I
Executive Summary:

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)

Audience: The Public

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

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*.

THE REGIONAL PLAN PART I

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 purpose and contents of the Regional Plan Part II is subject to change and refinement.

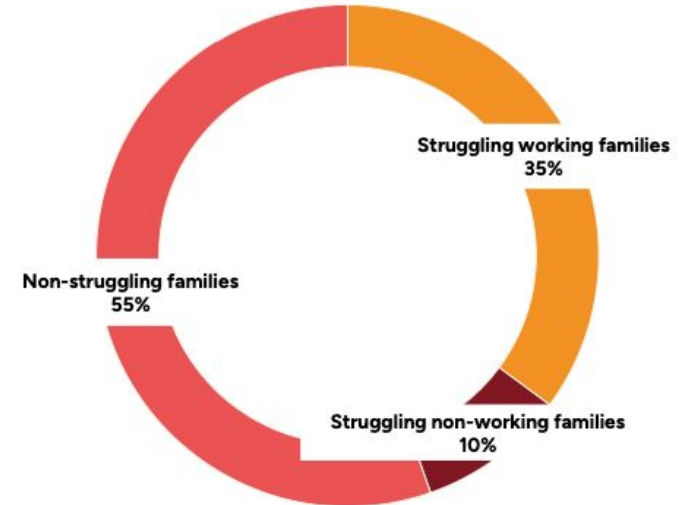
We're Listening; Common Challenges

Engaging with thousands of community members through Listening Sessions and polling, several barriers to economic prosperity were consistent themes:

Many Central Coast individuals and families are struggling to make ends meet, meaning their incomes do not cover basic costs of living. **About 45% of Central Coast residents belong to families who struggle to make ends meet.** This added up to over 1 million residents living in struggling families in 2021. The majority of these residents belong to struggling **working families**, suggesting that many of the region's jobs do not enable workers and their families to attain self-sufficiency.

- 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 themselves and their families in the region.
- The region's **underdeveloped infrastructure, especially in internet access and transportation**, poses challenges for Central Coast residents.
- The region's **under-resourced childcare and eldercare** is a barrier to quality of life on the Central Coast, but may also present quality job opportunities.
- **Spanish and English language proficiency** is a significant factor in job eligibility, disproportionately impacting Hispanic/Latino/x/e, Black, and Indigenous residents.

Share of Population of Families that Struggle to Make Ends Meet



Key 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:

1. **The region faces significant barriers to growth.** Ecological, political, and economic constraints make it difficult to construct new buildings to host more residents or workers. The resulting high costs create substantial burdens for working families and small businesses.
2. **The region has a path to sustainable, quality job creation, although constraints are real.** Growth has high opportunity costs, given physical barriers to expansion, making quality of future growth paramount. A handful of industries in advanced manufacturing and business services meet job quality, sustainability, and feasibility standards. The region boasts advantages to grow these industries.
3. **Improving job quality and productivity in other industries is therefore essential.** Process improvements, new business models, and upskilling the existing workforce are essential to increase wages, especially in labor-intensive sectors like agriculture, food, healthcare, and hospitality. The region has assets that can encourage tech adoption and innovation in these sectors.
4. **The region must improve access to quality job opportunities in new or existing industries through training and lowering other barriers.** The region must expand the pool of residents equipped for quality jobs, both to help more residents achieve economic mobility and to help firms stay and succeed in the Central Coast. This involves both expanded training through greater alignment of economic and workforce development activities and deliberate strategies to reduce racial, gender, geographic, and other disparities.
5. **Proximity is a barrier to opportunity for families and businesses.** The Central Coast boasts world-class innovation hubs, universities, and other higher-ed institutions. However, in part due to the region's large geography and rural landscape, many communities that could benefit from these assets are far removed. More could be done to bridge these divides.

6. **Lowering costs of living for working families should be a major priority for local governments.** Pursuing policies and programs that expand the availability of affordable housing and childcare can make the region more livable for the workers it relies on.

Catalyst Funding

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:

Last-Mile Projects:

Ready-to-Go 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

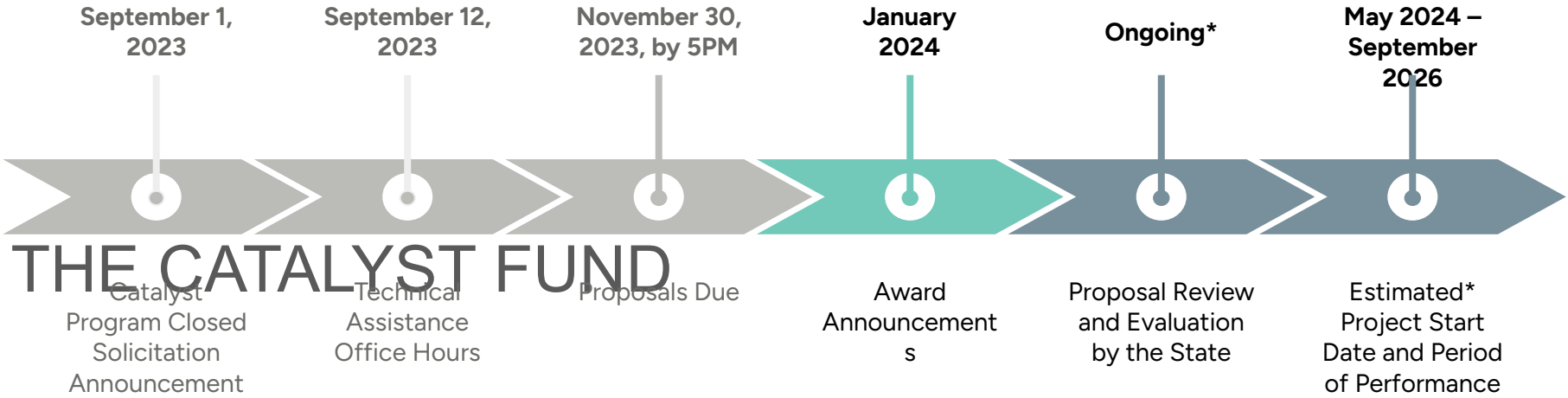
- Have completed feasibility assessments (if applicable)
- Are feasible/viable projects to achieve their stated objectives
- Undergone initial steps towards development, but must clear a few additional hurdles

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

Catalyst Predevelopment Phase Projects

Implementation Phase Projects

Catalyst Fund Timeline



Note: Content covered on this slide is from the State of California’s Catalyst Program Notice of Availability of Funds.
*Please note that per the State’s Closed Solicitation all dates after the final proposal submission deadline are approximate and may be adjusted.

Join Uplift's Community Update Meeting

Thursday, January 25, 2023
12:00 PM – 1:30 PM

Register Online
Upliftcentralcoast.org





Thank you

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