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President & CEO
Monterey Bay Economic Partnership
Co-Convenor: Santa Cruz, San Benito, Monterey

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics
Introduction | Uplift Central Coast

Our three organizations previously collaborated for Build Back Better (BBB) grant applications.

Next, we focused our energy on the California Economic Resiliency Fund after we lost the BBB grant.

Then, our three organizations came together as the Uplift Coalition and were awarded the grant with 129 letters of support.

Now, we are building the team and figuring out the best path forward, together.

Who We Are

- Monterey Bay
- REACH
- EDC

Santa Cruz | San Benito | Monterey | San Luis Obispo | Santa Barbara | Ventura

How We Formed

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Uplift Central Coast

Uplift Central Coast

6 Counties

Santa Cruz | San Benito | Monterey | San Luis Obispo | Santa Barbara | Ventura
Introduction | We Are a Coalition

6 Counties
3 Economic Development Organizations
129 Letters of Support
Introduction | CERF Objectives

A REGION WHERE ALL HAVE THE OPPORTUNITY TO ADVANCE AND THRIVE

We aim to:

- **uplift our residents** and our regional economy
- create opportunities that meet communities where they are
- build a regional plan that invests in strategies and projects
- grow sustainable industries, diversify regional economies, and improve equitable access to high quality jobs
Introduction | North Star

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

- Develop a **broad coalition** that reflects the diversity of the Central Coast.
- Facilitate deliberately **inclusive process** centering lived experiences of disinvested communities.
- Conduct comprehensive **industry + workforce** analysis.

**CERF Outcomes**

- **Economic Opportunity**
- **Equity**
- **Sustainability**

**Analyze demographic and socio-economic conditions** of the region.

**Recommend series of investments to grow sustainable industries + diversify regional economies**.

**Develop plan prioritizing access to high quality jobs, especially for disinvested communities**.
CERF Process | Community Governance

Regional Steering Committee

Northern Sub-Regional Steering Committee

Southern Sub-Regional Steering Committee

Vision Committee

Project Admin
Project Management: Uplift Central Coast
Regional Convener: REACH | Fiscal Agent: EDC
Subregional Convener: MBEP, EDC, REACH

Labor organizations
Grassroots and community-based organizations
Employers, businesses, & business associations
Government agencies
Economic development agencies
Philanthropic organizations
Education and training providers
Workforce entities
Environmental justice organizations
Worker centers
Disinvested communities
California Native American Tribes
Other regional stakeholders

Listening Sessions & Issue Roundtable

Listening Sessions & Issue Roundtable

Listening Sessions & Issue Roundtable
### CERF Process | Uplift Stages

<table>
<thead>
<tr>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Build Workplan, Framework and Project Team</strong></td>
<td><strong>1. Stakeholder Mapping</strong></td>
<td><strong>1. Create Tailored Regional Economic Development and Transition Roadmap</strong> with strategies for creation of high-quality jobs, growth of target industries, responding effectively to economic shocks, increasing economic equity</td>
</tr>
<tr>
<td><strong>Vision Committee Established</strong></td>
<td><strong>2. Regional Summary</strong></td>
<td><strong>2. Recommend Investments</strong> that grow sustainable industries, diversify regional economies, and improve equitable access to high quality jobs</td>
</tr>
<tr>
<td><strong>Steering Committee Established</strong></td>
<td>- <strong>Economy and Economic Dev</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Inclusivity Fund Established</strong></td>
<td>- <strong>Climate and Environmental Impact</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Stakeholder Convening Framework Established</strong></td>
<td>- <strong>Public Health</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Web Presence Established</strong></td>
<td><strong>3. Labor Market Analysis</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Consulting Project Partners Established</strong></td>
<td><strong>4. Industry Cluster Analysis</strong></td>
<td></td>
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</tbody>
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**Robust and inclusive stakeholder engagement**
CERF Process | Vision and Steering Committees

Vision Committee
• Members from across the region convene monthly
• Advise the Uplift Coalition and the Steering Committees on: stakeholder integration, projects, and programs to ensure alignment to CERF objectives through a lens of racial equity, social justice and overall accountability and integrity

Sub-Regional Steering Committees
• Members from across each subregion convene monthly
• Guide overall CERF planning process, including: criteria and metrics; setting priorities, issue roundtables; stakeholder engagement strategies
• Recommend implementation projects for funding recommendation and/or inclusion in the final Regional Plan
• Responsible for final decision making, including the approval and adoption of the Regional Plan and recommendations for support for implementation funding
• Sub-regional steering committees will meet together quarterly to coordinate as a 6-county wide Regional Steering Committee

North (Santa Cruz, San Benito, Monterey)
South (San Luis Obispo, Santa Barbara, Ventura)

Regional Stakeholder Engagement
Listening Sessions, Issue and Demographic Roundtables, Surveys, Polling, Tailored Messaging, Community Based Contracts
Introduction | Preliminary Findings

A REGION WHERE ALL HAVE THE OPPORTUNITY TO ADVANCE AND THRIVE
Thank you!

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Co-Convenor
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https://upliftcentralcoast.org/