

California Jobs First: UPLIFT CENTRAL COAST COALITION

Silicon Valley Economic Development Alliance
Annual Conference



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Co-Convenor: Santa Cruz, San Benito, Monterey

Triple Bottom Line: Equity ~ Environment ~ Inclusive Economics



Introduction | Uplift Central Coast

Who We Are



Monterey Bay



Ideas + Action for a Thriving Central Coast

REACH



EDC



6
Counties

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

How We Formed

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

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

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

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



UPLIFT CENTRAL COAST



Introduction | We Are a Coalition



Co-Convener

Santa Cruz, San Benito and
Monterey Counties



Fiscal Agent
Co-Convener

Ventura and Santa Barbara
Counties

REACH

Ideas + Action for a Thriving Central Coast

Regional Convener
Co-Convener

San Luis Obispo and Santa Barbara
Counties

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



build a regional plan that **invests in strategies and projects**



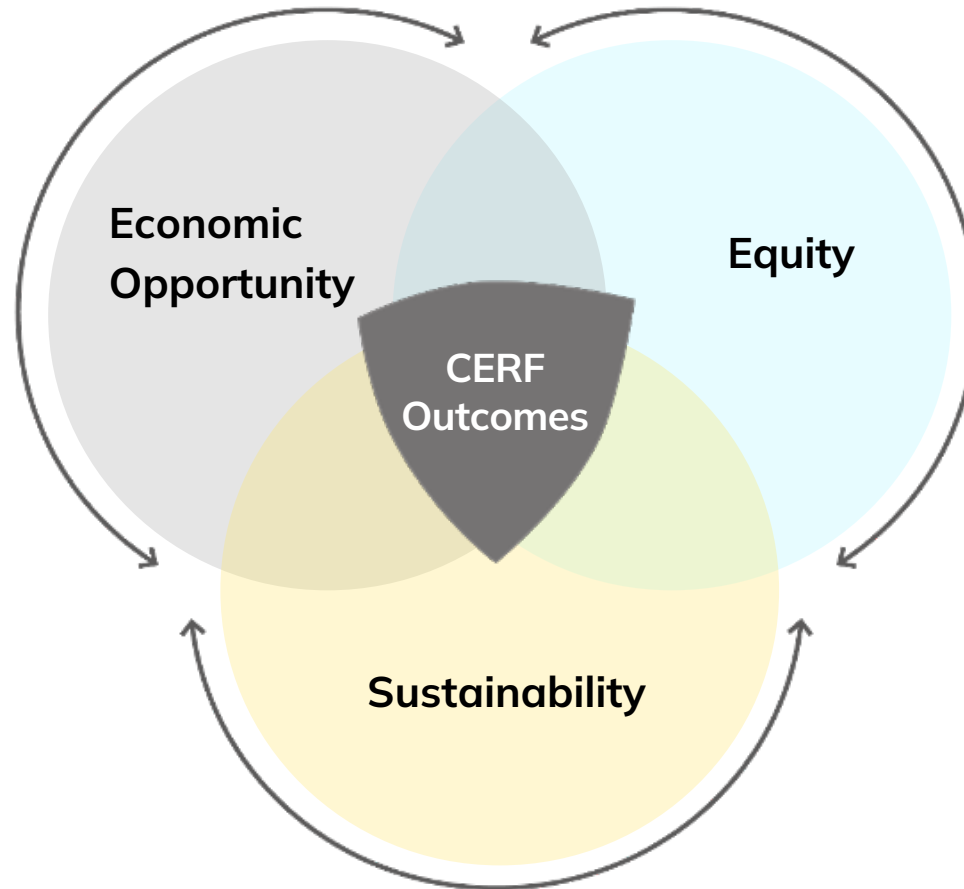
create opportunities that meet communities where they are



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

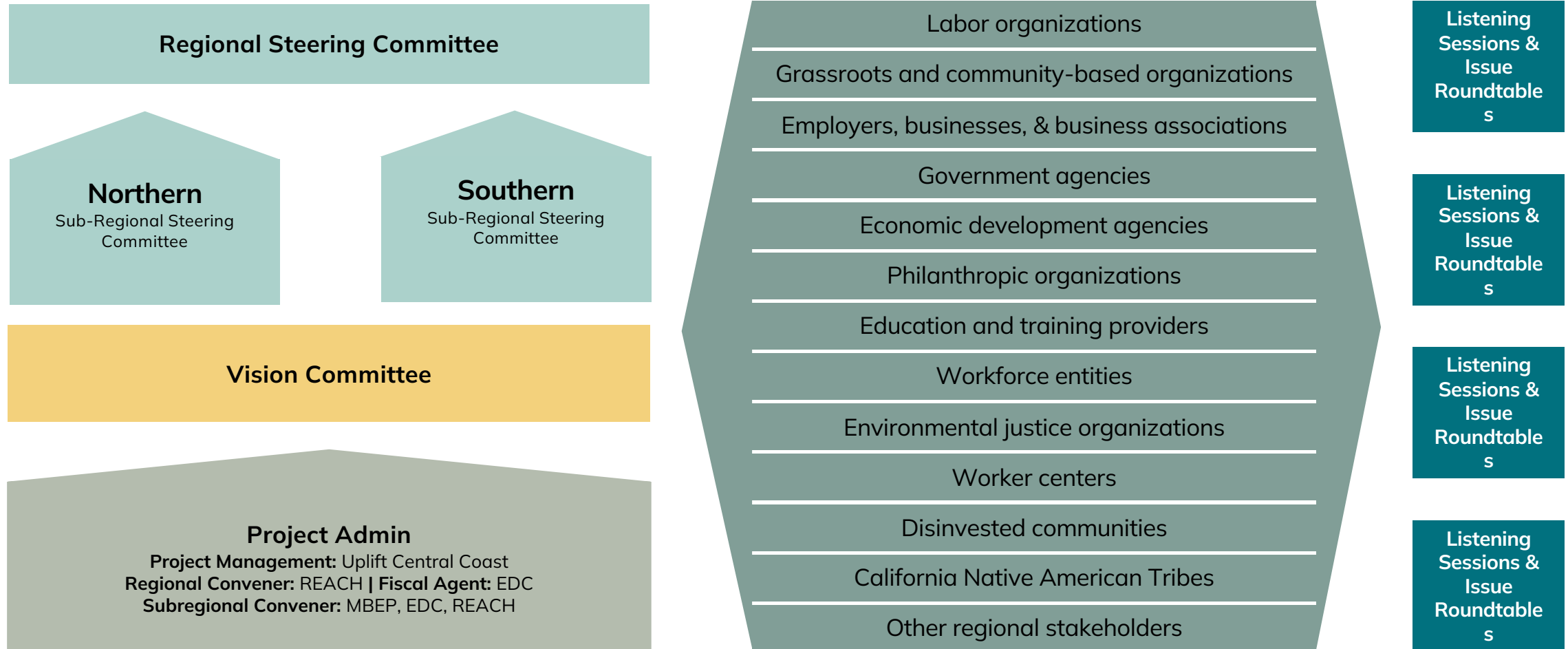
Conduct comprehensive **industry + workforce analysis**

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

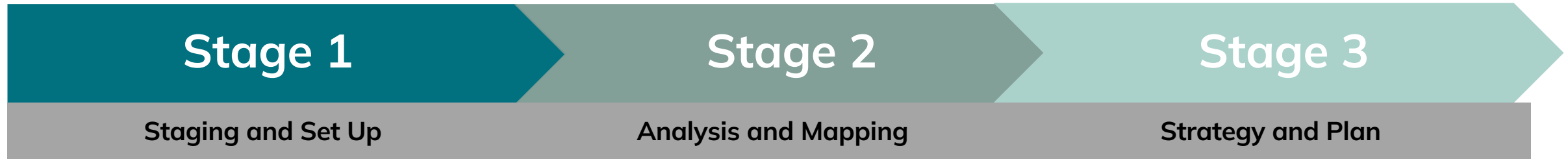
Recommend **series of investments to grow sustainable industries + diversify regional economies**

Develop plan prioritizing **access to high quality jobs, especially for disinvested communities**

CERF Process | Community Governance



CERF Process | Uplift Stages



Build Workplan, Framework and Project Team

Vision Committee Established

Steering Committee Established

Inclusivity Fund Established

Stakeholder Convening Framework Established

Web Presence Established

Consulting Project Partners Established

1. Stakeholder Mapping

2. Regional Summary

- *Economy and Economic Dev*
- *Climate and Environmental Impact*
- *Public Health*

3. Labor Market Analysis

4. Industry Cluster Analysis

5. SWOT Analysis

6. Stakeholder Convenings Begin

1. Create Tailored Regional Economic Development and Transition Roadmap with strategies for creation of high-quality jobs, growth of target industries, responding effectively to economic shocks, increasing economic equity

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2. Recommend Investments that grow sustainable industries, diversify regional economies, and improve equitable access to high quality jobs

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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