

UPLIFT CENTRAL COAST COALITION

Listening Sessions



July 2023

Welcome | Uplift Central Coast Listening Session

1
Welcome!
Please make sure you register and have received the information regarding Inclusivity Fund eligibility

2
Please take a seat

3
Please be prepared to be an active participant in our discussions

4
We value your thoughts and are excited to hear your perspective!

For those eligible for the Inclusivity Fund, gift cards will be distributed at the conclusion of the convening

Agenda | Uplift Central Coast

- **Welcome**
- **Project Overview**
- **Community Discussion**

INTRODUCTION



Introduction | Guiding Principles



Challenge conventional thinking



Practice curiosity



Share decision making power



Seek out different perspectives



Pull people in, resource people



Be present and communicate differently



Look at data differently, fill in the gaps with stories



Listen to those individuals that feel unseen and unheard



Follow a *We Before Me* approach



Always ask: who does this serve, who will benefit and why?



Challenge your own biases

Introduction | We Are a Coalition



Co-Convener

Santa Cruz, San Benito and
Monterey Counties



Fiscal Agent
Co-Convener

Ventura and Santa Barbara
Counties



Regional Convener
Co-Convener

San Luis Obispo and Santa
Barbara Counties

6

Counties

3

Economic
Development
Organizations

129

Letters of
Support

Introduction | Uplift Central Coast

Who We Are



Monterey Bay



REACH



EDC

Uplift Central Coast



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



6
Counties

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

Introduction | The Uplift Team



ADMIN & COORDINATION, REACH
KALEY LAUGHLIN



REGIONAL CONVENER, MBEP
TAHRA GORAYA



ADMIN & COORDINATION, MBEP
JAHYZANNA WIEDER



OUTREACH ENGAGEMENT, MBEP
DENISE SILVA



OUTREACH MANAGER, MBEP
CELESTE L. BAIRD



ADMIN & COORDINATION
ANGELIC DIRDEN



PROJECT MANAGER
LADY FREIRE



REGIONAL CONVENER, REACH
MELISSA JAMES



PROJECT DIRECTOR
QUINN BRADY



ACCOUNTS & CONTRACTS, REACH
RUSS LEVENWAY



COMMUNITY ENGAGEMENT, EDC
SHELBY ARTHUR



OUTREACH MANAGER, EDC
ALONDRA GAYTAN



ACCOUNTS & CONTRACTS, EDC
MONICA ESTRELLA



REGIONAL CONVENER, EDC
BRUCE STENSLIE

CERF PROCESS



CERF Process | Central Coast Realities

All six counties experience extreme dichotomies of prosperity and poverty, with economic barriers that are nearly insurmountable to historically excluded communities

Wages

53% of jobs in San Luis Obispo and Santa Barbara Counties pre-COVID were low wage, paying a median of \$25,000 per year, and two out of three jobs paid less than \$50,000 a year

Real Cost

One-third of the region's households fall below the United Way's Real Cost Measure, which incorporates the cost of housing, food, health care, childcare, transportation, and other basic needs

Students

Nearly 60% of the region's K12 students are considered socioeconomically disadvantaged

Race

Race remains the No. 1 indicator of outcomes in Monterey County dictating the economic prosperity of communities

CERF Process | What Is The Community Economic Resilience Fund (CERF)?

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

CERF Process | 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**



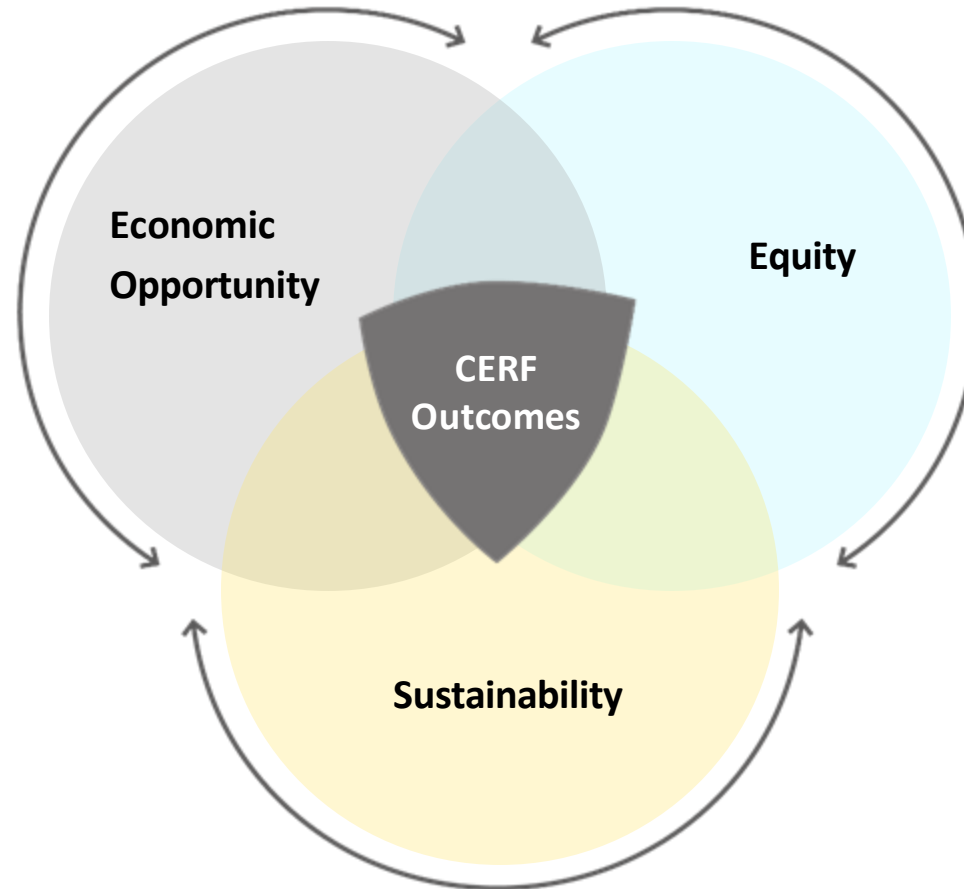
create opportunities that **meet communities** where they are



grow **sustainable** industries, **diversify regional economies**, and improve **equitable** access to **high quality jobs**

CERF Process | 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 | Broad Stakeholders

Labor organizations

Grassroots and community-based organizations

Economic development agencies

Workforce entities

Worker centers

Disinvested communities

Other regional stakeholders



Employers, businesses & business associations

Government agencies

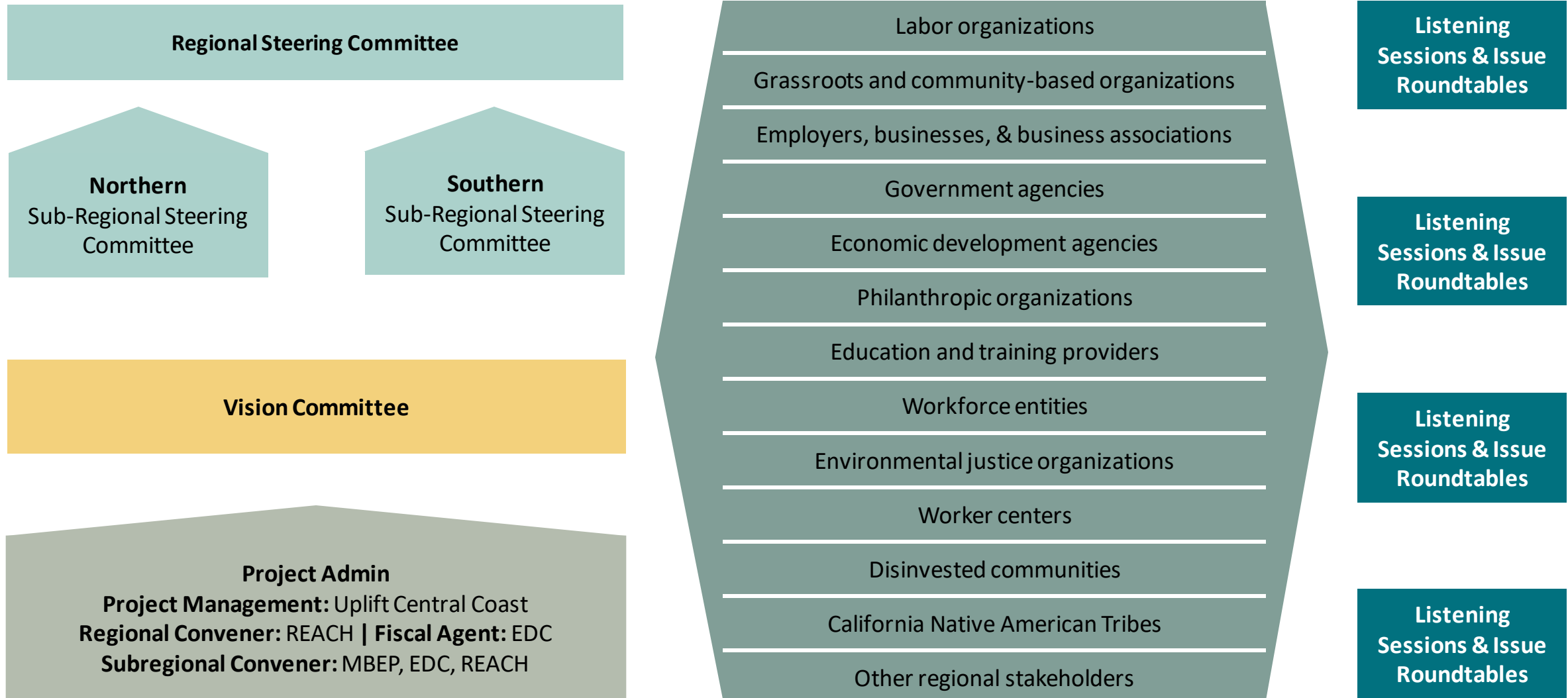
Philanthropic organizations

Educations and training providers

Environmental justice organizations

California Native American Tribes

CERF Process | Community Governance



CERF Process | Uplift Stages

Staging and Set Up

- ✓ **Build Workplan and Project Team**
- ✓ **Establish Vision Committee**
- ✓ **Establish Steering Committee**
- ✓ **Inclusivity Fund Established**
- ✓ **Establish Stakeholder Convening Framework**
- ✓ **Begin Marketing Plan**
- ✓ **Establish Consulting Project Partners**

Analysis and Mapping

Understanding Our Region

- Stakeholder Mapping
- Listening Sessions
- Community Convenings
- Regional Summary
 - Economy and Economic Development
 - Industry Cluster Analysis
 - Labor Market Analysis
 - Climate and Environmental Impact
 - Public Health
- Regional Issue Roundtables
- Regional Committee Leadership

Develop Project Proposal Pathway

Strategy and Planning

Create Tailored Regional Economic Development and Transition Roadmap

- Strategies for creation of high-quality jobs
- Growth of target industries
- Increasing economic equity

Recommend Investments in Regional Strategies and Projects

- Grow sustainable industries, diversify regional economies, and improve equitable access to high quality jobs

Robust and Inclusive Stakeholder Engagement

CERF Process | Inclusivity Fund

Building an Inclusive Planning Table

\$1.25M designated for an Inclusivity Fund

- **Provide stakeholders with resources to participate** in the planning process, ensuring inclusive engagement
- **Prioritized for under-capitalized and under-resourced** organizations and community groups

Participant Resourcing

Stipends to resource disinvested and under-resourced individuals, up to \$100 per meeting per participant

- Participate in convenings and planning activities
- Basic, accessible qualification process for reimbursement for meeting participation and engagement

Community Agreements & Contracts

Service agreement/contract structure supporting the cost of regular and continuous engagement to advance the goals of the CERF process

- Facilitate roundtable discussions and convenings
- Provide outreach to and communication with target community stakeholders
- Deliver training and support on unique circumstances, needs and barriers of regional constituents
- Provide subject matter expertise

CERF Process | We Value Your Opinion

Why we are hosting these sessions

We are here to gather your perspective based on your lived experience

Hear your concerns

Identify barriers and challenges

Obtain your input

WE WILL:

- Listen to understand the barriers and challenges you experience in our community to better address inequities
- Ask you to share your hopes, desires, and aspirations for the region
- Foster dialogue, partnership, and co-creation of solutions to address barriers
- Obtain your input on Community Economic Resiliency Fund (CERF) requirements

How your inputs will be used

Your inputs will inform plans to create a more equitable and sustainable region

Part of our Regional Plan

Building long-term community connection

Your inputs will be anonymous

YOUR INPUTS WILL:

- Be incorporated into our Regional Plan which will be submitted to the State as part of CERF requirements
- Continue to build long term community connection and resiliency
- Not be directly attributed to you unless authorized

POLL ACTIVITY



Polling | Gathering Your Input

Participants are invited to answer the following questions via Poll Everywhere or paper

1. In one word, describe what you think of when you hear the term **‘economic development’**?
2. To what extent **does ‘economic development’ affect you?**
3. In sharing my views, **I am primarily speaking as a...** [select most relevant “hat” you’re wearing]
4. What are your **identities**?
5. Identities such as my race, gender, religion, and socio-economic status negatively impact my **access to economic opportunity** in this area. [Strongly agree – strongly disagree]
6. Rank the priority of these **constraints on economic mobility** in your area
7. To what extent have **extreme weather events** (drought, intense heat, flooding, etc.) affected your life in the past 5 years? [Not affected – significantly affected]
8. In one word, what is the **most challenging** about living and working in this area?
9. In one word, what is the **most meaningful** part of living and working in this area?

BREAKOUT SESSION



Breakout Session | Instructions

- 1 We will breakout into groups and go over a series of discussion questions**
- 2 Following the breakouts, we will reconvene and discuss the similarities and differences between the groups' responses (please select a representative from your group to brief to the room)**
- 3 Thank you for your openness and willingness to share your unique experiences**

Breakout Session | Groups

Please **join the breakout group that matches the color dot** you received upon checking in

If you need translation services, they will be available in the orange group

Si necesita servicios de traducción al español, estarán disponibles en el grupo naranja



Breakout Session | Discussion Questions

Part I:

1. Do you feel like you have a "**good job**"? Why or why not?
2. What are the **challenges** your community faces to getting good jobs?

Part II:

3. To what extent do you see the economy **offering opportunity for people in your community who share your identities**? Do you see a future for yourself and your family in this region?
4. What **types of jobs or industries** would help more workers and families in your community succeed?

Part III:

5. Which **programs, services, and/or organizations in your community are making a difference** in your life or in your community's lives by creating and/or advancing opportunity?
6. What are the **biggest existing assets** in your community that can create economic opportunity? What requires more investment?

COMMUNITY DEBRIEF



Plenary Debrief | Group Discussion & Reconvening

- ① What were your group's **2-3 key takeaways**?
- ② Which topics or themes **kept coming up**?
- ③ How did the conversation **feel**?

NEXT STEPS & CLOSING



Next Steps & Closing | Thank You

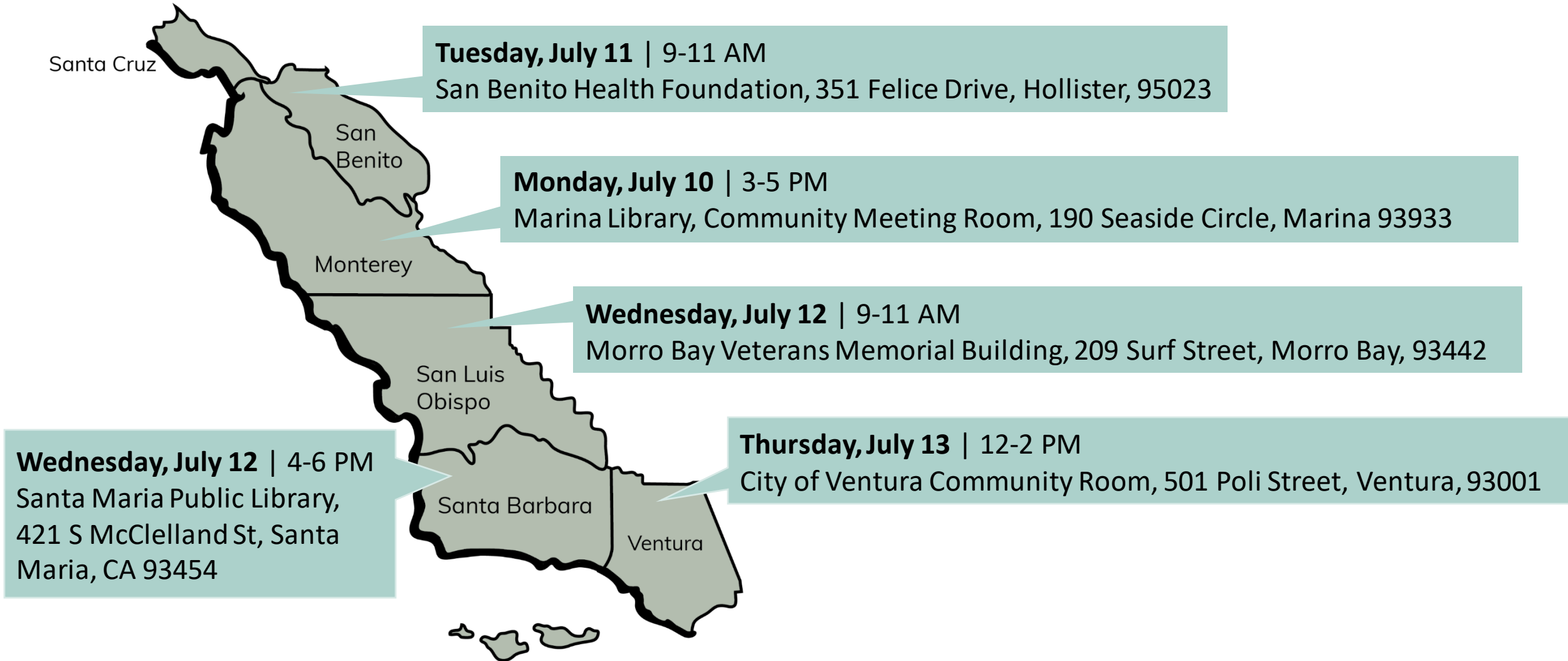
Summaries of the input you shared today will inform an economic development plan for the Central Coast region

Ways to Stay Involved	Intended Outcomes
Attend community meetings	Develop an understanding of economic development
Complete a community survey	Use inputs to inform regional plan
Share information with your networks	Present draft regional plan to key stakeholders and public
Host an Uplift meeting with your organization	Incorporate feedback and submit to the State
Participate in small group listening sessions or join an industry roundtable	Co-create a long-term implementation and communication strategy

We appreciate your participation. Please stay on the lookout for future opportunities to share input with us, including additional convenings in the fall and spring.

Next Steps & Closing | Upcoming Community Convenings

Please help spread the word for these sessions happening across the region*:



*Please note resources from the Inclusivity Fund are available for eligible participants

Next Steps & Closing | Survey

Continue to **share input**
with us about your
economic goals by
completing the survey



To access the survey, scan
the QR code above or visit
[https://forms.gle/Rqc8yXj
636jaJqtq8](https://forms.gle/Rqc8yXj636jaJqtq8)

We Invite You to Stay Engaged!

Contact us to share ideas or ask questions

info@upliftcentralcoast.org

