



Bay Area Jobs First Collaborative



**BAY AREA
JOBS FIRST**
COLLABORATIVE

Agenda

- **Welcome (5 minutes)**
- Updates (15 minutes)
 - State's rebranding
 - State's updates and timeline
 - Bay Area Collaborative's progress to date and next steps
- Marin/Sonoma Sub-Regional Table Presentation and Q & A (15 minutes)
- San Mateo/Santa Clara Sub-Regional Table Presentation and Q & A (15 minutes)
- Upcoming Stakeholder meeting (5 minutes)

The logo consists of a stylized blue outline of the state of California, with a white and blue geometric shape to its right that resembles a stylized 'C' or a set of parallel lines.

CALIFORNIA JOBS FIRST

**Building a Community-Led,
Climate-Forward Economy**

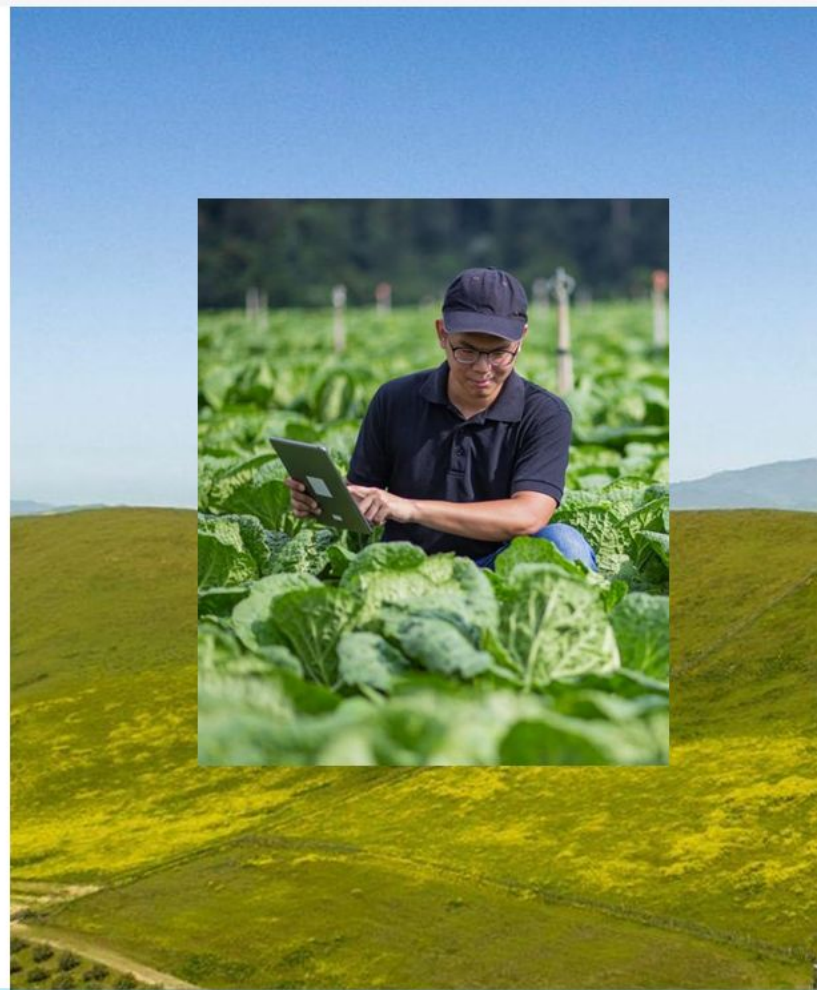


WHY IT WAS CREATED

California Jobs First was created to align investments and maximize benefits across state agencies and departments who are responsible for economic, business, and workforce development. This new brand reflects this Administration's priority of creating climate-resilient, family-sustaining jobs for Californians, particularly those from disinvested communities.

OUR VISION

In partnership with California's 13 economic regions, this work will create greater access to quality jobs and enhance climate resilience in our state.



Regional Investment Initiative

In 2021, Governor Newsom invested \$600M in the Regional Investment Initiative (formerly known as CERF). The Regional Investment Initiative is the signature program within the California Jobs First portfolio and is intended specifically to establish Jobs First Collaboratives in each of the thirteen economic regions across the state.

Those collaboratives are responsible for the development of regional Jobs First Strategies, as well as supporting the pre-development and implementation of regionally identified projects.

JOBS FIRST COLLABORATIVES

The thirteen regional Jobs First Collaboratives, funded by the Regional Investment Initiative, are comprised of key stakeholders within each region representing industry, labor, local government, environmental justice and more. In addition to developing their Jobs First Strategies, these Collaboratives are responsible for building a portfolio of exploratory, last-mile, and ready-to-go projects, and engaging with both the State and California Jobs First Council to create economic development opportunities within their respective regions.

Catalyst Program

The second phase in the Regional Investment Initiative is intended to support each of the regional Jobs First Collaboratives in further defining their sector strategies, identifying projects that will support job growth and community benefits, and keeping your collaboratives together.

Funding Buckets

\$1.5M

Sector Investment Coordinators

\$9M

Pre-Development Projects

\$3.5M

Regional Convenors & Admin

Implementation

Timeline

April – May Public comment period for draft Implementation SFP

May – June Incorporate public comments

September Release Implementation SFP (rolling)



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Where the Bay Area Collaborative is today: Catalyst Program

What's Been Done

As a reminder, the Bay Area Collaborative created a Catalyst Workgroup to create processes for the equitable distribution of Catalyst funds. This Workgroup is made up of Steering Committee members, Sub-Regional Table Co-conveners, Fiscal Lead and Regional Convener.

The Catalyst Workgroup led the development of the Catalyst evaluation framework, including drafting, reviewing and soliciting feedback from Steering Committee and Subregional Table Co-Conveners on the following items:

- ❑ Seven pillars
- ❑ Evaluation criteria key questions
- ❑ Key indicators for meeting project criteria
- ❑ Weighted scoring to evaluate applications

Bay Area Jobs First Catalyst Evaluation Criteria

The Bay Area Jobs First Collaborative's evaluation criteria relies on the following **seven pillars** as an overarching framework:

1. **Feasibility**
2. **Multi-stakeholder collaboration**
3. **Equity**
4. **Job quality**
5. **Sustainability and climate resilience**
6. **Impact**
7. **Systemic change**

Bay Area Jobs First Catalyst Evaluation Criteria Definitions

The Bay Area Jobs First Collaborative's evaluation criteria relies on the following **seven pillars** as an overarching framework:

- **Feasibility**- can the initiative get done? Does it have buy-in and commitment from key stakeholders, including non-traditional community & labor partners?
- **Multi-stakeholder collaboration**- will the proposal's momentum be sustained in the medium/long-term? Does the initiative have broad support from stakeholders we are aiming to serve?
- **Equity**- centering disinvested or otherwise marginalized communities
- **Job quality**- lift up job quality, grow high-road jobs, elevate equity and worker voice
- **Sustainability and climate resilience**- is the initiative designed, implemented, and managed in a way that balances environmental, social, and economic considerations to meet the needs of the present without compromising the ability of future generations to meet their own needs.
- **Impact**- will the proposal “move the needle” in one or more areas?
- **Systemic change**- will it effectively shift the conditions that are holding a problem in place?

Where the Bay Area Collaborative is heading: Catalyst Program

What's Next

The Catalyst Workgroup is actively working to develop:

- **Standard application** for the region to apply for Catalyst funding
- Inclusive and equitable **process** for identifying initiatives to receive funding
- **Timeline** to ensure equitable and inclusive distribution of Catalyst funding in the region

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Marin + Sonoma Sub-regional Table

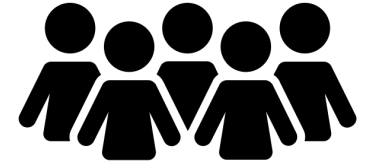
Stakeholder Meeting

3/26/24

Co-conveners



Outreach and Attendance



INVITES

113 people | 71 orgs

ATTENDEES

77 people | 55 orgs

COUNTY
people

Marin: 25
Sonoma: 18
Both: 31
None: 3

SECTOR
people

Non-profit: 45
Private: 6
Public: 24
None: 2

Our Table



Marin + Sonoma Subregional Table (18) - Active Participation

- **Canal Alliance (Co-convener)**
- **North Bay Labor Council (Co-convener)**
- Bay Area Community College Consortium (BACCC)
- City of San Rafael
- California Indian Museum and Cultural Center (CIMCC)
- Community Action Marin (CAM)
- County of Sonoma
- Good Green Work
- Kaiser Permanente
- Marin County Office of Education (MCOE)
- Marin Resource Conservation District/ Marin Biomass Project
- North Marin Community Services (NMCS)
- Rural County Representatives of California (RCRC)
- Sonoma County Hardship Fund
- Succeed Remotely
- Sustainable San Rafael
- The Economic Development Board
- Workforce Alliance of the North Bay

Working Groups

Catalyst Working Group (12)

Identifying/Researching Pilots, Creating Mini App, Reviewing projects with Rubric

Worker Engagement Working Group (12)

Forming Worker Engagement Approach and Identifying additional partners

What We've Been Doing

8

Sub-regional
table meetings



Topics

- Relationship building
- Understanding CERF and Catalyst Fund
- Understanding Steering Committee Rubric
- Table Decision making
- UC Berkeley: Regional Report
- Sonoma County: Labor and Population Trends
- Growth Sectors in the Marin County Economy
- Our work plan
- Pilot ideas and 2-min presentations

Pilot Stats

24 [Marin + Sonoma
Pilot Proposals](#)



22 Organizations
submitted proposals



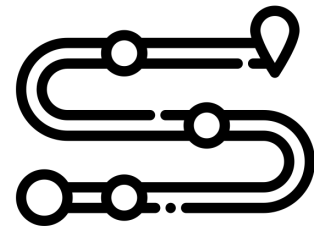
Our 4 themes:

- Food Systems, Agricultural, Recycling, Rural: **8**
- Construction Trades, Training: **5**
- Green Trades, Ecological, Transportation, Training, Tool, Resources: **8**
- Healthcare and Small Business: **3**

Project Readiness Stages

- Exploratory: **7**
- Last Mile: **9**
- Ready to Go: **8**

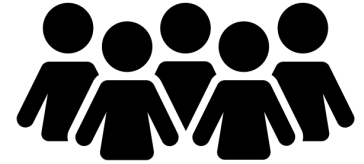
Our Timeline



2024

- **March:** Rubric updates, **Voting** on amount of pilots, Worker Engagement Proposal, Pilots merging/collaborating
- **April:** Table **Voting** on Pilots
- **May:** Developing and Submitting Pilot applications
- **June:** Worker Engagement, Review engagement analysis
- **July:** Worker Engagement, Review engagement analysis
- **August:** Worker Engagement, Review engagement analysis
- **September (Tentative):** Table **Voting** on Implementation Pilots and developing applications

Worker Engagement IN DEVELOPMENT



Timeline

June - August 2024

Populations

- Food system workers
- Low-income households
- BIPOC service industry workers
- Immigrant families
- K-12 educated workforce
- Low-income women of color



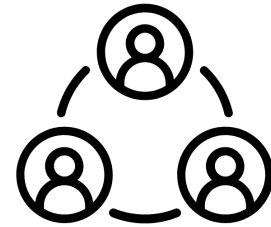
CONTEXT

What are we doing and why?



IDENTIFY AND VOTE

What implementation projects should we submit to the state?



CONNECTIONS

Based on their interests, connect to current programs they can join to pursue high road green jobs

Thank you!

Join our next meeting on 3/28
from 2:00 - 3:30 p.m via Zoom

Email dianab@canalalliance.org to
join our Google Group and receive
updates.

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Cities & Towns in Santa Clara & San Mateo

Santa Clara:

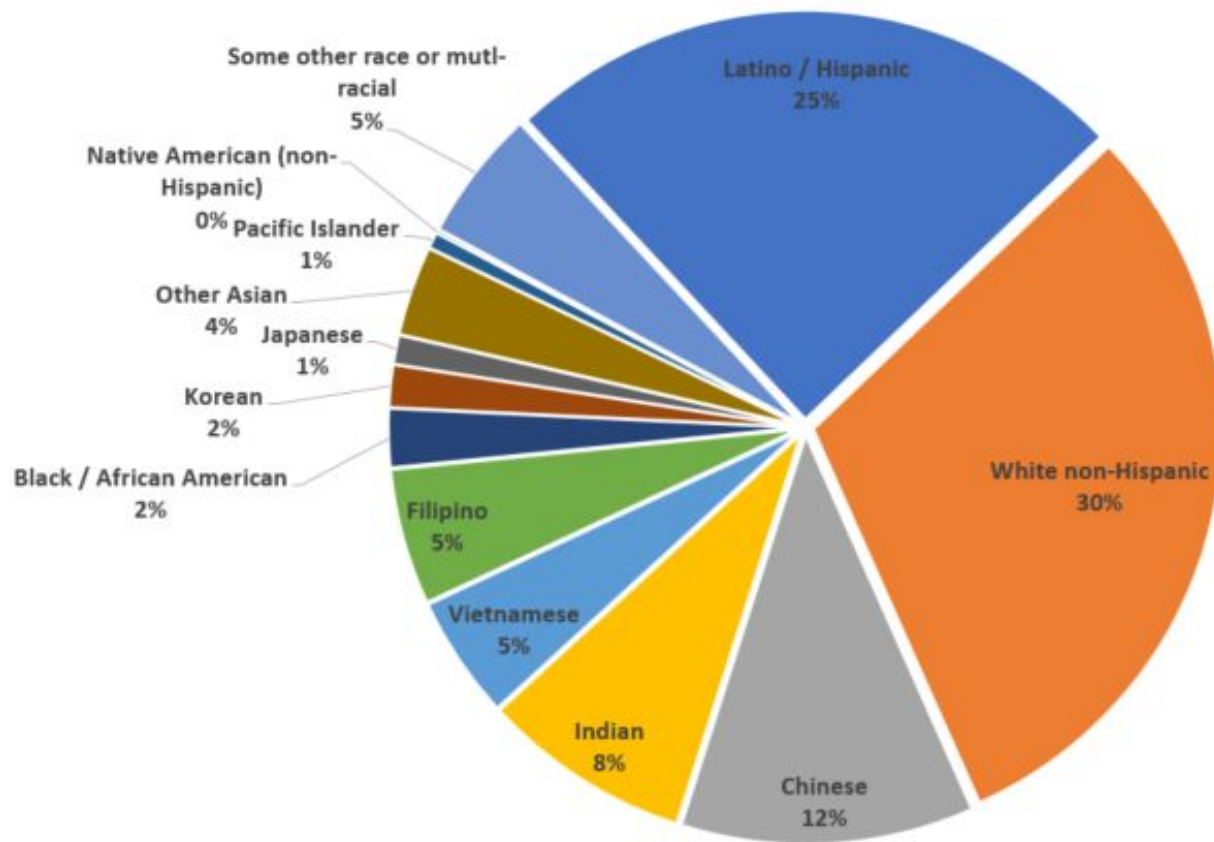
Campbell
Cupertino
Gilroy
Los Altos
Los Altos Hills
Los Gatos
Milpitas
Monte Sereno
Morgan Hill
Mountain View
Palo Alto
San Jose
San Martin
(unincorporated)
Santa Clara
Saratoga
Sunnyvale

San Mateo:

Atherton
Belmont
Brisbane
Burlingame
Colma
Daly City
East Palo Alto
Foster City
Half Moon Bay
Hillsborough
Menlo Park
Millbrae
Pacifica
Portola Valley
Redwood City
San Bruno
San Carlos
San Mateo
S. San Francisco
Woodside



Santa Clara & San Mateo Residents by Race / Ethnicity, 2022



Santa Clara & San Mateo Counties

Santa Clara & San Mateo are home to:

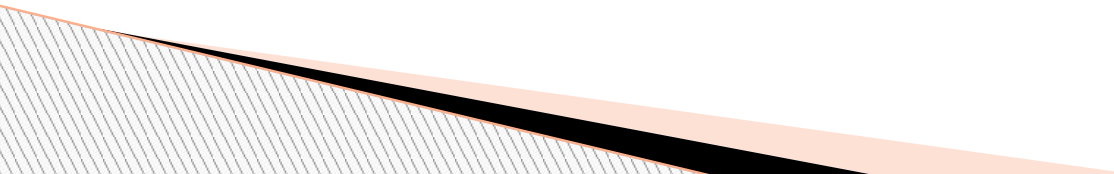
- ▣ 42% of Asian-Americans in the Bay Area
- ▣ 38% of Pacific Islanders in the Bay Area
- ▣ 35% of Latinos in the Bay Area
- ▣ 26% of Native Americans in the Bay Area
- ▣ 13% of African-Americans in the Bay Area

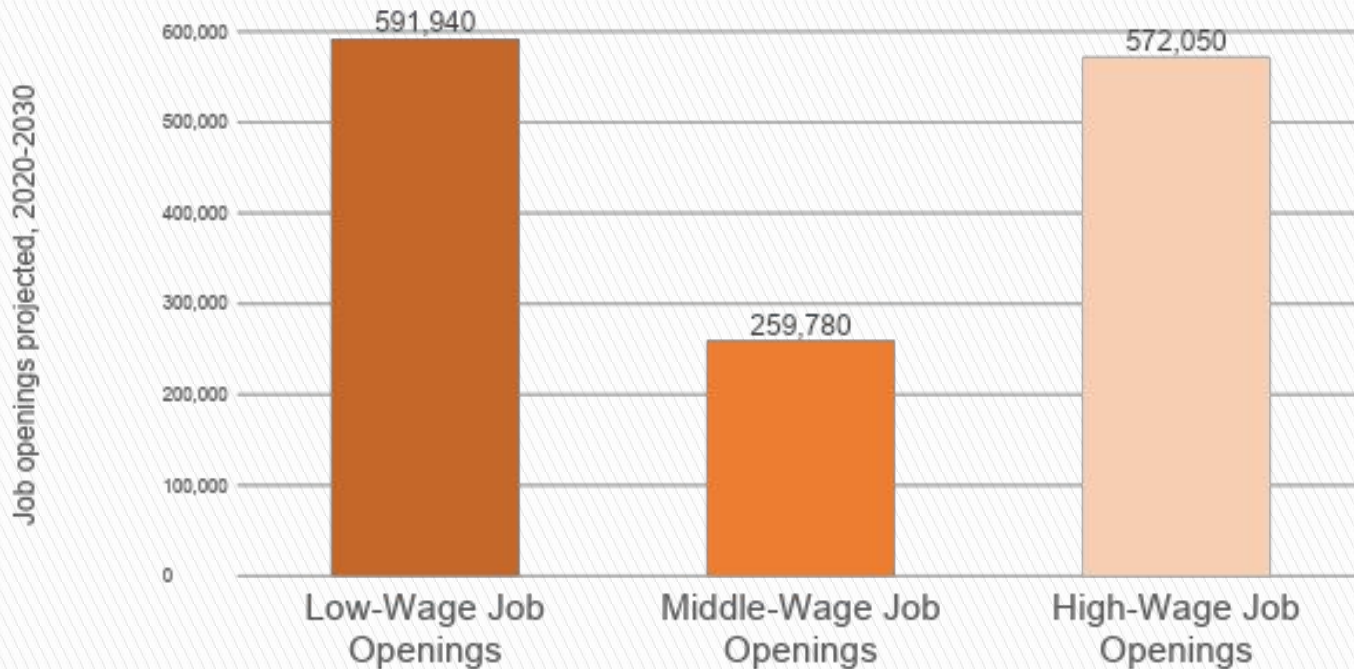
36% of all people of color in the Bay Area



South Bay / Peninsula High Road Roundtable Purpose

Bring together South Bay and Peninsula labor, community, business, and local government organizations committed to economic and racial justice, for an 18-month collaboration to **re-envision regional economic development planning**, centered around the values of **equity, high-road employment, sustainability and climate resilience**, and shaped by **workers and impacted community members** themselves.





Total Projected Job Openings in the San Jose MSA, 2020-2030

Source: Analysis of CA EDD data by Working Partnerships USA

Top 20 Occupations with Most Projected Job Openings in Silicon Valley, 2020-2030

- 1) Top Executives
- 2) Advertising, Marketing, Promotions, Public Relations, and Sales Managers
- 3) Operations Specialties Managers
- 4) Project Management & Business Operations Specialists
- 5) Other Management Occupations
- 6) Software Developers & Software QA Analysts and Testers
- 7) Computer Occupations, All Other
- 8) Sales Representatives of Services
- 9) Accountants and Auditors

High-Wage



Middle-Wage

- 1) Janitors & Building Cleaners
- 2) Cooks
- 3) Food Preparation Workers
- 4) Waiters & Waitresses
- 5) Personal Care Aides
- 6) Electrical, Electronics, & Electromechanical Assemblers
- 7) Security Guards & Gambling Officers
- 8) Cashiers
- 9) Retail Salespersons
- 10) Laborers & Freight, Stock, & Material Movers, Hand
- 11) Stockers & Order Fillers

Low-Wage

South Bay / Peninsula High Road Roundtable

Active Workgroups

- ▣ **Artists & Cultural Workers**
- ▣ **Childcare & Early Childhood Education Workers**
- ▣ **Food System Workers**
- ▣ **Green Infrastructure Workers**
- ▣ **Healthcare, Homecare & Long-term Care Workers**
- ▣ **Manufacturing Workers**
- ▣ **Small Businesses & Micro-Entrepreneurs**
- ▣ **Worker Coops & Alternative Economic Models**

▣

South Bay / Peninsula High Road Roundtable Summary – March 2024

▣ **Healthcare, Homecare & Long-Term Care**

Potential initiative has two main components:

1. Training IHSS providers on emergency preparedness and climate resiliency (modeled after an existing H RTP pilot in SoCal); and
2. Connecting IHSS providers and consumers in the Bay Area through an online matching platform, to help workers find jobs based on skills like language, cultural competency, care needs, hours, training and experience qualifications.

▣ **Worker Cooperatives & Alternative Economic Models**

Two place-based hubs with anchor community-based organizations that provide training, coaching, and technical assistance for the incubation and ongoing development of worker-owned cooperatives, with a focus on excluded workers.

Training for existing small business technical assistance organizations to provide ongoing support to worker-owned cooperatives, and developing infrastructure for a cooperative ecosystem. Build partnerships with financial institutions to address access to capital. Participants engage in ongoing education, leadership development, networking, and advocacy opportunities to shift the landscape for excluded workers.

South Bay / Peninsula High Road Roundtable Summary – March 2024

▣ **Manufacturing Workers**

Convene a “Manufacturing Futures” collaborative to place workers and under-represented communities at the heart of a vigorous Silicon Valley manufacturing sector. This multi-sectoral partnership will bring together commitments from employers, unions, training providers, CBOs, and cities to shape how Federal, State, and local investments in manufacturing are deployed, by focusing local economic and workforce development services on manufacturers which commit to high road jobs, worker voice, and equitable employment practices. This would include support with creating/expanding apprenticeships & build internal career paths; outreach & recruitment of a diverse workforce; supportive services; and support with applying for Federal funds like CHIPS or IRA.

▣ **Childcare & Early Childhood Education**

Convene efforts to build multi stakeholder partnerships, and access federal, state, and/or philanthropic funds, to provide more affordable, quality childcare/ECE in ‘childcare deserts’, with better working conditions.

1. Launch, scale up, and help connect programs that facilitate upward mobility and increase scale and quality of services for license exempt and licensed Family Child Care Home providers; engage with workers to raise awareness about upskilling opportunities, wrap-around services and unions.
2. Make recommendations to existing advocacy-focused coalitions/groups; help providers become involved in advocacy.

South Bay / Peninsula High Road Roundtable

Summary – March 2024

▣ **Artists & Cultural Workers**

Develop a network of hubs for artists, cultural workers, and BIPOC-led arts and cultural organizations, providing professional support, building toward more living-wage sustainable work, and shared learning and building community. This would encompass three types of strategies reflecting the diversity of organizations and artists / performers within the ecosystem: 1) Workforce Development for Emerging Workers; 2) Workforce Development & Shared Space / Services for Incumbent Workers; 3) Employment Hubs.

This network is envisioned as an ecosystem that would combine hyperlocal strategies at each hub driven by the needs and leadership of specific communities, and a regional ‘learning community’ where hubs at different stages of development can learn from one another, and collaborate on larger strategies for marketing and expansion of local BIPOC led arts organizations and ensuring that artists and cultural workers are paid fairly.

▣ **Green Infrastructure Workers**

Given the impending impacts of electrification in the Bay Area, we propose laying the groundwork for an equitable transition for the affected workforce by facilitating research and development of clean energy career pathways. By conducting a community scan of current workers, commercial and residential construction firms, organized labor, education, and “green” equipment retailers, we will gain specificity around the worker and industry needs that will inform our next steps in developing tangible career transition opportunities

South Bay / Peninsula High Road Roundtable Summary – March 2024

▣ **Food System Workers**

This project seeks to strengthen institutional procurement from values-based food producers in Santa Clara and neighboring counties through a comprehensive analysis, including Landscape, Readiness, and values assessments. By aligning values between producers and institutions, it will channel funds through networks of values-based producers, enhancing economic resilience for farms, farm workers, and food producers. Furthermore, by generating more jobs within these supply chains, it will boost the overall economic well-being of the region.

▣ **Small Businesses & Micro-Entrepreneurs**

Bring together entrepreneurship and career services in an easily accessible way, providing skills training, career development support, and local, wraparound support for small and microbusiness owners, at risk of displacement, who agree to certain employment standards.

Proposal: Creating a coalition – a set of collaborative resource hubs, virtual and/or physical in SCC and SMC, focused on immigrant and under-resourced business owners, with dedicated funding for micro loans. Services would be provided in Spanish, Vietnamese and Chinese.

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April Stakeholder Meeting

Join us at next month's Stakeholder meeting on:

- **Wednesday, April 17 at 10am**

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JOBS FIRST
COLLABORATIVE**