

Regional Impact Council Quarterly Meeting

March 12, 2024 | 10am



Agenda

Meeting Objectives

1. Learn about the partnerships collaborating to advance economic mobility efforts through pilot programs and convening
2. Spotlight UpValley Family Centers in Napa county for their Catalyst Project Award
3. Get involved in federal and state advocacy efforts

Agenda Items

Welcome	10:00 - 10:05
Economic Mobility overview: CA Jobs, Workforce Big Move, Partner Spotlight	10:05 - 11:00
Policy and Advocacy Updates	11:00 - 11:15
Close and next steps	11:15

All Home advances regional solutions that disrupt cycles of **poverty** and homelessness, redress racial disparities, and create more **economic mobility** for people with extremely low incomes.



Increase **housing supply** by meeting the Bay Area's regional targets for 57,000 Extremely Low-Income housing units.



Build a dignified and effective **social safety net** that recognizes housing as a basic human need.



Boost economic and housing security by giving direct **financial assistance** to the people who need it most.



Design a regional **workforce development** system to serve people overcoming barriers to employment.



Inspire the Bay Area to value and include people with extremely low incomes as vital members of our communities.



Economic Mobility

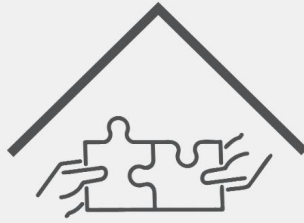
- Theory of action
- CA Rebuilding Fund
- CA Jobs First
- Workforce Big Move: Bay Area Rise

The “3 Cs”



CONVENE

Work together as a region at the intersection of housing and economic security.



CO-CREATE

Design, test, and scale innovative solutions.



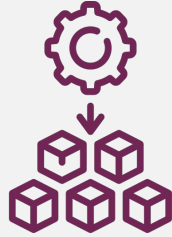
CATALYZE

Drive systems change by shifting funding, policy, and narratives.

Principles

- ★ Build ongoing regional infrastructure
- ★ Seek to embed solutions within systems that drive scale and systems change

Economic Mobility Components



Economic Development

Create jobs and preserve their accessibility for extremely low income individuals



Workforce Development

Prepare individuals with extremely low incomes for jobs with, or leading to, family-sustaining wages

California Rebuilding Fund



A public-private partnership with IBank to help California's small businesses reopen and recover from the COVID-19 crisis



The program has distributed over \$100 million in loans to small businesses, particularly those in historically under-resourced communities

1,425

Loans

86%

Had Revenues < \$1M

65%

To MWBE Businesses

87%

Has 10 Or Fewer
Employees

Partnered with 12 CDFIs. Including:
Pacific Community Ventures, Working Solutions, Accion Opportunity Fund

California Jobs First

Economic Development

Create jobs and preserve their
accessibility for extremely low
income individuals

California Jobs First



Build an equitable and sustainable economy working
towards a carbon-neutral economy



Community and worker-centered inclusive
economic planning



A high-road approach to economic development
that invests in paying living wages and
environmentally sustainable practices



Equitable outcomes for the region's disinvested
communities

Who are we convening:

- 21-member Steering Committee
- Fiscal Agent: Workforce Development Boards
- Subregional tables for community engagement



Regional Plan Part 1: Economic Scan of the Bay Area

Bay Area Jobs First
Collaborative
CALIFORNIA JOBS FIRST

REGIONAL PLAN PART 1



Regional Plan Part 2: Regional strategies and investment opportunities



Building a Community-Led,
Climate-Forward Economy

REGIONAL PLAN
PART 2

BAY AREA JOBS FIRST
COLLABORATIVE

DECEMBER 2024



Catalyst Program: \$9M Funding Opportunity

an original award, with any additional 1-3% supplemental resources are being eligible for funding requests for preparation, planning, implementation or "green" investment projects that center and empower communities and workers, create quality jobs, and address long-standing inequalities and climate vulnerabilities. Applicants could apply for up to \$6 million for single-county projects and \$1.5 million for multi-county projects. The Steering Committee's Scoring Committee worked diligently to evaluate the proposals, ultimately landing on the final ten projects that the Steering Committee's Voting Group approved.

Learn more about the regions so awarded projects below!



Anchoring Worker Cooperative Hubs



Bay Area High-Road Manufacturing Initiative



Catalyzing Quality Careers in Building Decarbonization



Workforce Big Move: Bay Area Rise

Workforce Big Move



Program Model & Key Partners



All Home serves as the project's intermediary and backbone infrastructure



Case managers identify and refer participants to the program

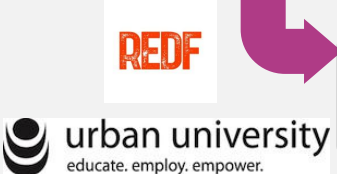
Training partner screens for eligibility and trains participants in critical technical and durable skills

B-Corp staffing agency matches participants to employers, serves as 'employer of record', and facilitates participant success

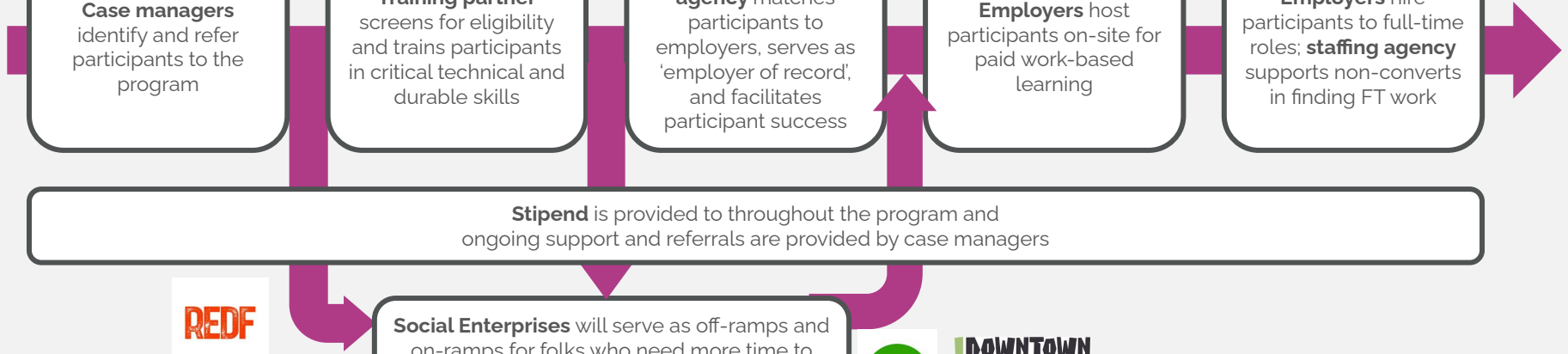
Employers host participants on-site for paid work-based learning

Employers hire participants to full-time roles; **staffing agency** supports non-converts in finding FT work

Stipend is provided throughout the program and ongoing support and referrals are provided by case managers



Social Enterprises will serve as off-ramps and on-ramps for folks who need more time to develop their critical skills; they can also provide access to financial supports



Partner Spotlight: Catalyst Project Awardee



Indira López-Jones
Program Director



Motivation - Information
Empathy - Leadership

PROMOTORA WORKERS COOPERATIVE



Catalyst Grant-Funded Project – Last Mile
Incubator Organization: UpValley Family Centers of Napa County
Presenter: Indira Lopez-Jones, Program Director, UVFC

The Role of Promotoras

Volunteer Program

Launched in 2008 in response to a lack of culturally accessible health education and resources for at-risk populations, UVFC's promotoras program facilitates access to health services and critical information about health issues.

Promotoras are trained, volunteer, community-based leaders who provide grassroots outreach and peer-to-peer support services to vulnerable and isolated community members. As English- and Spanish-speaking members of the community themselves, they



Some promotoras face barriers to accessing employment benefits and protections. Immigration status, lack of work history or authorization, lack of English skills or formal/higher education, and challenges such as caretaking responsibilities and transportation have relegated them to precarious, low-wage and/or

The Worker Cooperative Model



The worker cooperative model offers improved opportunities for equitable compensation and career building to workers. The Democracy at Work Institute, a national organization dedicated to worker cooperative development, describes the model as “an effective tool for creating and maintaining sustainable, dignified jobs; generating wealth; improving the quality of life of workers; and promoting community and local economic development, particularly for people who lack access to business ownership or sustainable work options.”

A worker cooperative is a type of business that is owned and controlled democratically by its members. This means that members have an equal say in the decision-making process and share in the profits or benefits of the business.

The primary benefits of worker cooperatives can be characterized as creating access to better jobs and business ownership, building economic stability, and



Cooperative Model

How it Works



1
Members own
and manage
the cooperative



2
Clients contract
with and pay
the cooperative



3
Co-op administrator:
Invoices
clients, collects
payments and
supports with taxes



4
Members are
compensated
as
owners

UpValley Family Centers (UVFC)

Our Role



UVFC is incubating a worker cooperative in order to give promotoras the necessary tools and structure to improve their economic security, access new career-building options, expand their reach, and increase the power of their voice in the community. Economic and housing stability are interconnected; economic stability, characterized by access to resources and employment, is crucial for affording and maintaining housing, while housing stability, in turn, can foster economic

opportunities and well-being.



developing and
incubating a worker
cooperative



give promotoras the
necessary tools and
structure to improve their
economic security



access new
career-building options



expand their reach, and
increase the power of
their voice in the
community

Challenges

Need for Financial Stability



Napa County had federally declared disasters in 2017, 2018, and 2020

Our region has been experiencing increased vulnerability/need in the community due to climate change/wildfires + the pandemic. The promotoras have been essential in doing health education and emergency preparedness; additionally this community vulnerability has resulted in increased housing costs. Less housing stock due to wildfires + many were displaced from rentals due to both wildfire and pandemic.

During times of crisis (community crisis and family/household crisis) UVFC is a resource and assists community members with case management, access to services (social, legal, counseling), and has provided millions of dollars in direct emergency financial assistance to support increased housing security during these periods.



Miel

Benefit Of **The Project**



UVFC is an active partner of Napa County's rental assistance pilot program (SHARE Program) funded by the Bay Area Housing Finance Authority (BAHFA) for severely rent burdened older adults.

Data from our SHARE grant

Across the State of California, persons 65 years and older make up roughly 16% of the population. Napa County's rapidly growing senior population exceeds California with more than 22% of its population of 134,400 individuals aged 65+. The more rural northern part of the County is home to a large population of older adults, with Calistoga having the second highest concentration of seniors, only behind the Veteran's Home in Yountville. Most of these seniors live alone and are at high risk for deterioration in health and quality of life due to isolation.

THANK YOU!



Advocacy: Federal Update



House Republicans' continuing resolution (through 9/30) would keep most federal housing funding flat, resulting in an effective cut to housing vouchers and other programs

<< Take Action >>



House Republicans are pursuing one budget reconciliation bill, would create one large reconciliation bill, focusing on tax cuts and signaling major cuts to Medicaid and SNAP.

<< Take Action >>



The Trump Administration is proposing to reduce the HUD workforce by 50% and scrubbing housing first policies from their website.

<< Take Action >>

Advocacy: State Update

State Budget: Due to the tax extension as a result of the LA fires, projections about the deficit leading are muddy.

- HHAP funding and the proposed California Housing and Homelessness Agency

Bills of Interest:

- AB 736 / SB 417 - Would qualify a \$10 billion housing bond for the 2026 state ballot, to fund affordable rental housing programs
- SB 436 - Establishes a right to redeem, where tenants may avoid eviction if they pay their rental arrears or demonstrate sufficient rental assistance funds
- AB 804 - Would make housing support services for specified populations a covered Medi-Cal benefit
- AB 315 - Requires DCHS to amend its home- and community-based alternatives waiver to enroll all eligible individuals who are on the waiting list for these services
- AB 398 - Establishes a minimum CA Earned Income Tax Credit amount of \$300

Emerging Federal Advocacy Priorities (3/25)



Emergency Housing Voucher funding lasts until 2026; PHAs may get their final payment as a lump sum as early as April >>> 17,000 households in CA



Republicans are signaling major cuts to Medicaid, with significant impacts on Californians at risk or or experiencing homelessness

Emerging State Advocacy Priorities (3/25)

2025 Budget

1. Secure at least \$1 billion in the budget for the HHAP program
2. Pass a budget proposal to create a consolidated housing and homelessness agency

Policy Bills

3. Qualify a \$10B state housing bond for the 2026 ballot
4. Strengthen and extend state rent cap law
5. Make housing services a covered benefit under Medi-Cal
6. Dedicate 10% of CA Dream for All homebuyer assistance to descendants of formerly enslaved people
7. Increase ballot label transparency to pass more local revenue measures

Emerging Local Advocacy Priorities (3/25)

- **Support dedication of Alameda County Measure W funds to homelessness and housing**

Advocacy Updates

**What bills are you tracking?
What are your state priorities?**

Action Steps



Ask

Economic Mobility:

- **CA Jobs:** have a project that will create jobs or increase job quality in one of the sectors?

- **Workforce Big Move**

-
- **Federal and State Advocacy**

Action

Apply for State [implementation grant opportunity](#)

Connect with us on how you can support investments in projects like these

Reach out with any questions about the workforce big move: **Bay Area Rise**

Sign on to letters and contact your reps on federal budget negotiations

Join the next legislative policy committee meeting (GPS) 3/18 at 3:00

Next Meeting: June 11th, 10am

Close



ALL
HOME