



Bay Area Jobs First Collaborative



**BAY AREA
JOBS FIRST**
COLLABORATIVE

Agenda

- ❑ **Welcome + Agenda**
- ❑ **Catalyst Project: Anchoring Worker Cooperative Hubs**
 - ❑ Somos Mayfair, Amelia Post
- ❑ **Catalyst Project: Providing High-Road Jobs to Latina Women Serving Their Community**
 - ❑ UpValley Family Centers of Napa County, Mats Hellgren
- ❑ **Regional Announcements**
- ❑ **Closing**

Next Meeting: April 29th

Catalyst Funding Awards

\$9M in State funding for **pre-development** projects

All 10 projects focus on:

Empowering communities and workers

Creating quality jobs

Addressing long-standing inequities and climate vulnerabilities



Anchoring Worker Cooperative Hubs



Bay Area High-Road Manufacturing Initiative



Catalyzing Quality Careers in Building Decarbonization



Indigenous and Immigrant Farm Workers Building a Climate Resilience Workforce



High Road Clean Transportation Career Pathways



High Road to Early Childhood Education Consortium





Place-based Worker Cooperative Hubs

El Concilio of San Mateo County & La Esquina (Excite Credit Union,
Latino Business Foundation of Silicon Valley, SOMOS Mayfair)

Our Starting Point

- Economic exclusion, exploitative jobs with extremely low pay, dangerous working conditions, repressive practices, and little to no benefits.
 - Alternative pathway needed to truly address structural barriers and build equitable opportunities for immigrant workers and workers of color
 - Worker-owned cooperatives are a proven solution
 - Dignified, democratic, sustainable, living wage, and healthy work for currently excluded workers, their families, & their communities.
 - Significant interest but lack of services in our counties
 - Excluded workers need place-based centers to meet their specific needs
-

What we're Building



Two place-based hubs in Santa Clara and San Mateo

- Deep cross-sector partnerships
- Existing relationships with excluded workers

Centering excluded workers

- Immigration status, family care needs, language, education background
-



Why CO-Ops Matter



Long-term economic wellbeing for excluded workers, their families, and their communities

- Pay equity
 - Safe and healthy working conditions
 - Professional development pathways
 - Job security
 - Flexible work schedules for family, education, and other needs
 - Democratic decision-making
 - Family wellbeing
 - Commitment to community and climate resilience
-


Our Vision

- EXPAnd access to high-road work
 - 75% of workers supported earn wages above industry average, reducing the gender and racial wealth gap.
- Build community wealth, anchoring capital and jobs in communities
 - 90% of workers supported are people of color, immigrants, and/or other underrepresented community members.
- Benefit neighborhoods, sustainable development, and climate resilience
 - 75% of co-ops contribute to community wellbeing and climate resilience
- Shift the landscape for excluded workers, develop local and lasting infrastructure for a cooperative ecosystem
- Create a model and best practices and share with other communities
 - Community of learning across the region

Our Pillars

- **STRENGTHEN EXISTING WORKER-OWNED COOPERATIVES**
 - Technical assistance, training, and coaching
 - **Support the development of new worker-owned cooperatives**
 - Exploring new co-op projects
 - **Connect worker-owned cooperatives**
 - Piloting Co-op Network
 - **Build the cooperative ecosystem**
 - Partnerships, education, advocacy
-

success Looks like...

- 
- Two place-based hubs and local ecosystem of support
 - Integrated co-op service model to help generate new co-ops and strengthen existing co-ops
 - Expanded access to capital and financial services
 - Local Co-op Network pilot with shared job quality standards and opportunities to pool resources and benefits
 - Increased awareness of worker-owned cooperatives and high road work
 - Learning across regions to strengthen the co-op ecosystem
-

Barriers & Learning

Fear and insecurity

Opportunity to defend communities and build lasting and transformative solutions



Existing worker-owned cooperatives, excluded workers, and partners are ready and eager to build together

Opportunity for shared ownership and expanded capacity

Join Us!



- Networking with potential partners to offer services and resources to co-ops
 - Exploring back-end services and opportunities to access benefits
 - Telling the story of this work and measuring our impact
 - Ongoing learning together
 - Investing in the work to sustain ongoing execution
 - Advancing co-op friendly policies
 - Contracting co-ops
 - Connecting with excluded workers who might be interested in forming co-ops
-

Stay in Touch

Santa Clara County, La Esquina:

La Esquina - Antonio Amore Rojas,
aamore@somosmayfair.org

Excite Credit Union - Dora Beyer, dbeyer@excitecu.org

Latino Business Foundation -
Stephanie Flores Aguilar,
stephanie@lbfsv.org

SOMOS Mayfair - Amelia Post, apost@somosmayfair.org

San Mateo County, El Concilio:

Ana Avendano- ana@el-concilio.org

Adriana Fernandez Arriaga- adriana@el-concilio.org



Motivation - Information
Empathy - Leadership

PROMOTORA WORKERS COOPERATIVE





8 Members

Cooperative Model

How it Works



1
Members own
and manage
the cooperative



2
Clients contract
with and pay
the cooperative



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



4
Members are
compensated as
owners

Services Offered



SERVICES OFFERED

- Outreach
- Distribution
- Logistics
- Education
- Recruiting

Target Market

Potential Revenue Stream



- Organizations
- Health clinics
- Kaiser
- Adventist Health
- Providence
- Private businesses
- Event Organizers

Value Proposition

MIEL specializes in reaching people who are hard to reach, in rural areas, migrant communities

Our Promotoras are trained and certified Community Health Workers. Some have additional licenses. We are always interested in extra training to help us fit your project.



What are Community Health Workers?



We are not care givers!

- We inform and educate about health
- We distribute material like naloxone, first aid kits, emergency kits etc.
- We participate in food distribution
- We educate people about healthy practices, hygiene, food and how to access medical care.
- We recruit people to surveys, screenings and research.

Progress since launch



How we support others

We are in several conversations with other organizations interested in forming coops

There are groups in both Napa, Santa Rosa and Sonoma who has had meetings with us to learn about our experience to help them know how to move forward.

Recently new groups in Santa Rosa and Solano has shown interest in our work and we plan to meet with them to share our experiences.

THANK YOU





Regional Announcements

Regional Investment Initiative Implementation Funding

Three Bay Area projects moved forward:

1. **Solano Economic Development Corporation**
2. **Regenerative Forest Solutions** under the Watershed Research and Training Center
3. True North Organizing Network - **two of their three sub-projects may include the Bay Area** from what they described in the project summary for the initial submission.

Next Stakeholder Meeting

Wednesday, April 29th

10:00am - 11:00am

[Make sure to register here!](#)

For all questions, email us at:

bayarea-JFC@allhomeca.org

**BAY AREA
JOBS FIRST
COLLABORATIVE**