



# Community Economic Resilience Fund

**Data, Research, and Evaluation Subcommittee**

**CERF Application Workshop**

**Tuesday, July 12, 2022 from 1PM - 4PM**

## Setting the Stage

- Our Planning Phase application is due on July 25... Right now, we are "planning to plan";
- As part of the application, and to set us up for success in the Planning Phase, we need to think through the data, research, and evaluation activities will shape the development of the regional plan;
- An incredibly fast-paced process... but we don't need to figure everything out now. We need a container and a path forward, and a commitment to building it up and bringing in more folks in the Planning Phase;
- Messy but meaningful... We'll get there together.

Lastly, in the interest of keeping our application process as open and transparent as possible, this meeting will be recorded.

# Agenda

- 1 Welcome & Introductions
- 2 CERF Overview
- 3 Discussion: Setting Our Values
- 4 Overview:  
Establishing our Foundation
- 5 Q&A + Initial Reflections
- 6 Breakout Room Discussion
- 7 Breakout Room Report Out
- 8 Mentimeter Activity  
- TBD
- 9 Final Q&A + Reflections
- 10 Next Steps & Closing Remarks

\*\*\*5-10 Minute Break\*\*\*

# Aaron Wilcher, Los Rios Centers of Excellence

## The opportunities of CERF: Data, Research, and Evaluation

Revisit, update, enhance  
existing regional baselines

Enhance common regional  
understanding of priority  
issues  
  
(build capacity)

Tracking progress on  
key issues/projects

Inform other working  
groups and stakeholders

Assist in prioritizing projects

Engage local and  
national expertise

**Opening Remarks from Tina Glover,  
Sacramento Area Council of  
Governments**

# CERF Overview

# CERF 101

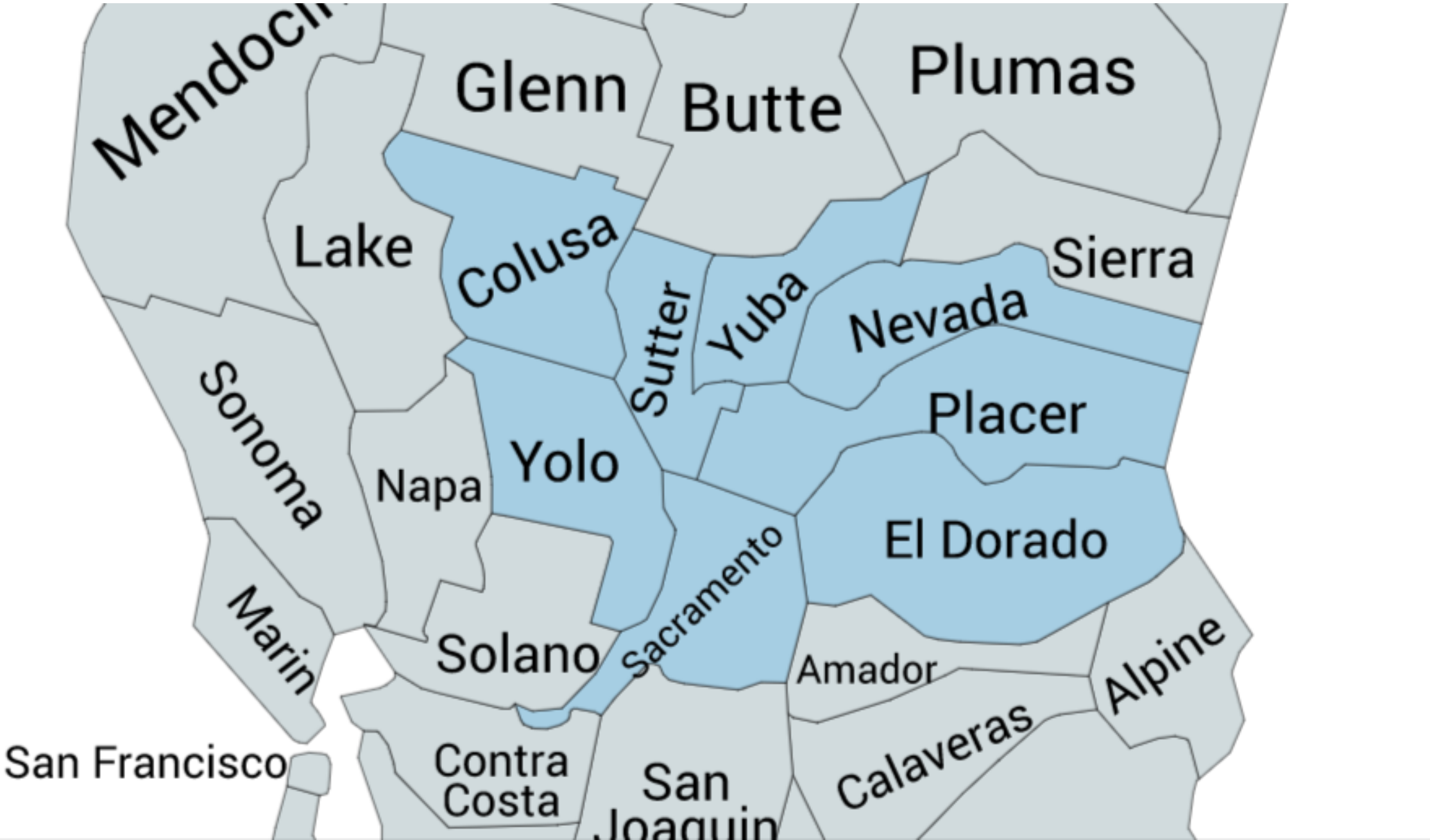
A one-time use of State general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic development.

## Program Objectives

1. Promote equitable and sustainable economic development
2. Support inclusive economic planning that prioritizes equity, job quality, and sustainability (low-carbon)
3. Align and leverage federal and state funding to maximize economic resilience



# OUR REGION



- Colusa
- El Dorado
- Nevada
- Placer
- Sacramento
- Sutter
- Yolo
- Yuba



# Phases

## PLANNING PHASE

- 13 regions, up to \$5M each
- Regional Collaboratives
- Regional Economic Plans

## IMPLEMENTATION PHASE

- Upwards of \$500M total
- Projects that:
  - Demonstrate proposed impacts to disinvested communities
  - Demonstrate community support
  - Promote state climate goals
  - Support labor standards and job quality
  - Demonstrate clear role in regional strategy
  - Complement existing funding sources

# Setting Our Values

# Setting Our Values

## **Equity**

We are centered on those who are most marginalized

## **Inclusivity**

We ensure those at the table truly feel they belong so no community is left behind

## **Transparency**

We openly share information and ideas to build a community of trust & shared understanding

## **Respect**

We respect and acknowledge previous and ongoing work

## **Action**

We commit to creating action-oriented goals & timelines and following through

**Overview:**

**Establishing  
Our Foundation**

GOAL: Data-gathering and evaluation that helps our region identify priorities and projects that will achieve the CERF's purpose.

**FRAMEWORK: INCLUSIVE ECONOMIC DEVELOPMENT**



Labor Market Analysis

SWOT Analysis

Industry Cluster Analysis

Regional Summary

Climate & Environmental Impact

Public Health Analysis

Economy and Economic Development



# Inclusive Economic Development Framework, per the CERF Program

## Recognizing that:

- Not all Californians have had the same opportunities to participate in the state's vibrant economy;
- Uneven economic recovery trends further exacerbate income inequality in the state

## The state of California is:

- Embracing economic equity as a goal for state policy;
- Striving to enhance economic resilience; and
- Supporting the development of of more inclusive and resilient regional economies

## This means:

- A REGIONAL approach;
- A HIGH-ROADS approach (favors businesses that invest in their workforces, pay living wages, and engage in environmentally sustainable business practices);
- COMMUNITY and WORKER-centered inclusive economic planning; and
- Including voices that have been traditionally left out

## **Data, Research, and Evaluation Requirements, according to the CERF guidelines**

1. Regional Summary - A summary background of the demographic and socio-economic conditions of the region, highlighting areas with low and high economic diversification and resiliency, as well as any industry trends that impact the regional economy.
  - a. Climate and Environmental Impact
  - b. Public Health Analysis
  - c. Economy and Economic Development
2. Labor Market Analysis - A snapshot of labor and workforce dynamics in the region, including an overview of major employers, occupations, and wages, the impacts of the recent trends, changes, and forces on the labor market, and projected labor trends in existing key industries.
3. Industry Cluster Analysis - A snapshot of current major industries as well as industry trends and projections.
4. SWOT Analysis - An in-depth analysis of regional Strengths, Weaknesses, Opportunities, and Threats (i.e., SWOT), especially as it relates to equitable economic resilience and growth of sustainable industry clusters.

## Some Existing Research and Data Assets

- 1 2021 Regional Progress Report
- 2 North Far North Labor Regional Consortium Strategic Plan
- 3 Nevada County Economic and Workforce Opportunity Profile
- 4 Centers of Excellence Economic Update
- 5 Prosperity Strategy



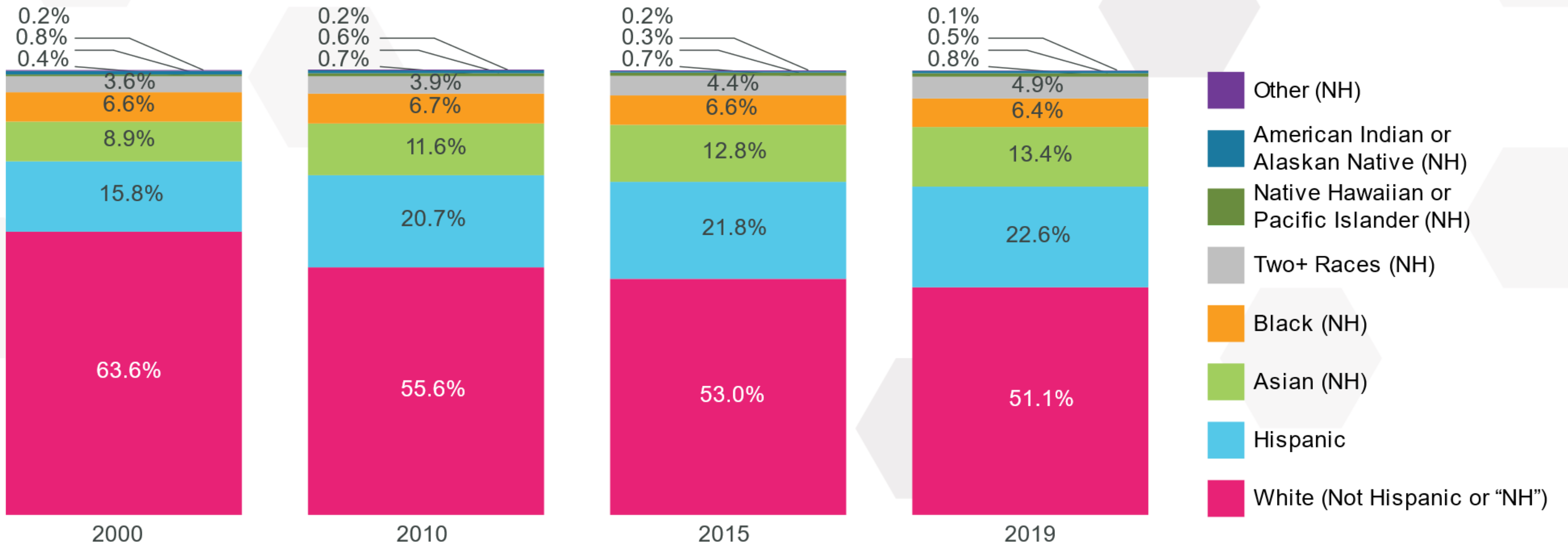
# 2021 Regional Progress Report

How the Greater Sacramento region is tracking on key measures of economic prosperity, vibrant places, and connected communities



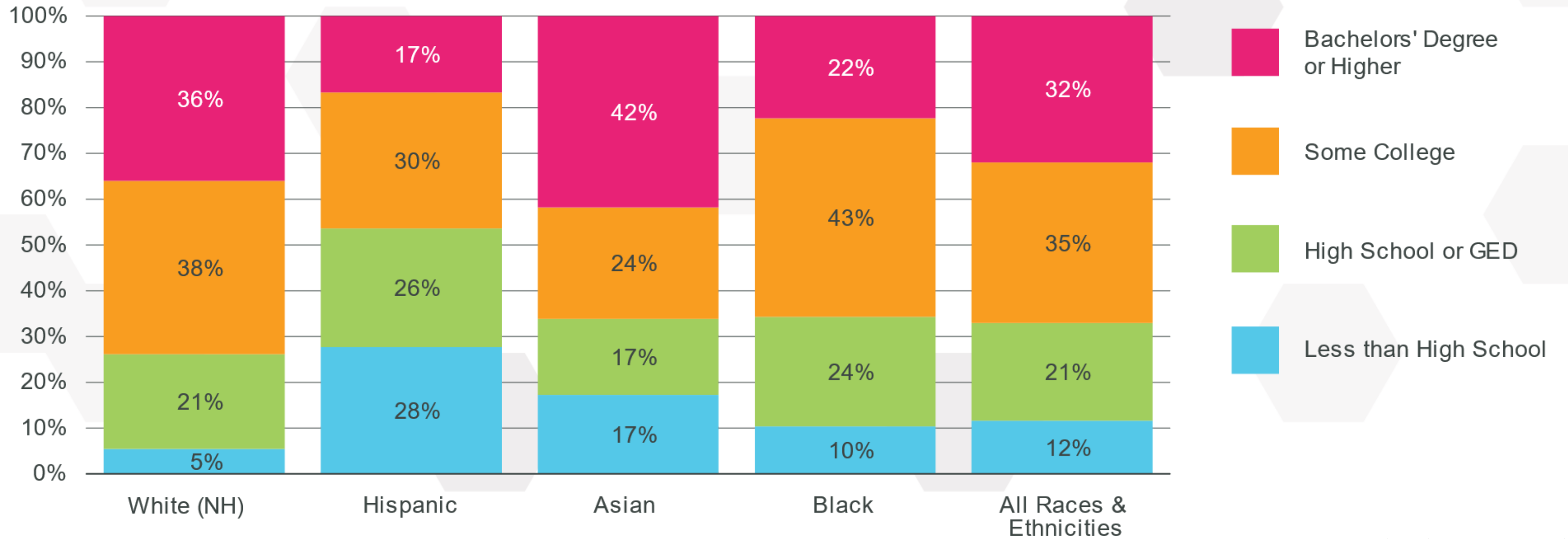
**Presented by Tina Glover**

## Race and Ethnicity in the Sacramento Region, 2000 to 2019



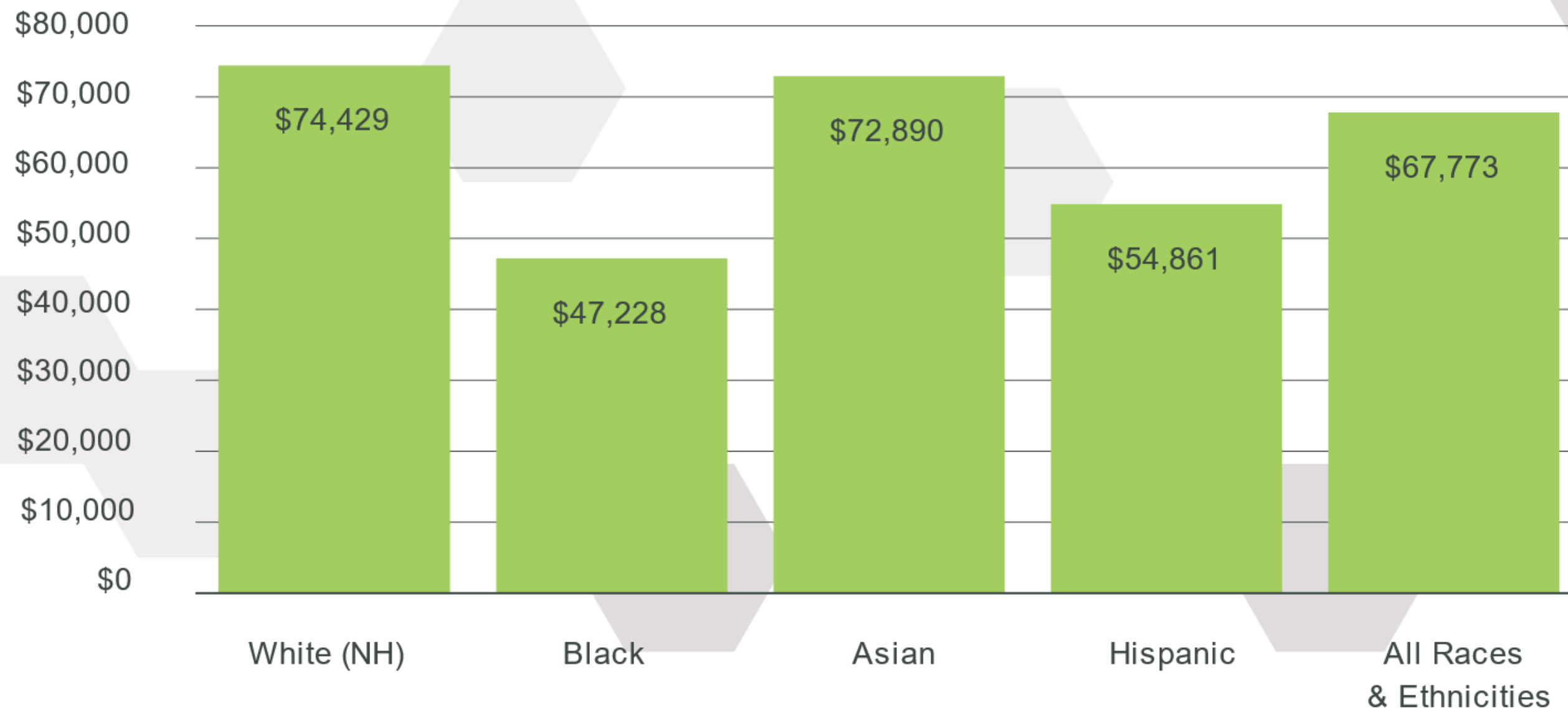
Source: SACOG, December 2020. Based on Census and American Community Survey data.

## Education Attainment for Persons Aged 26+, 2018



Source: SACOG, December 2020. Based on American Community Survey 2018 5-year sample.

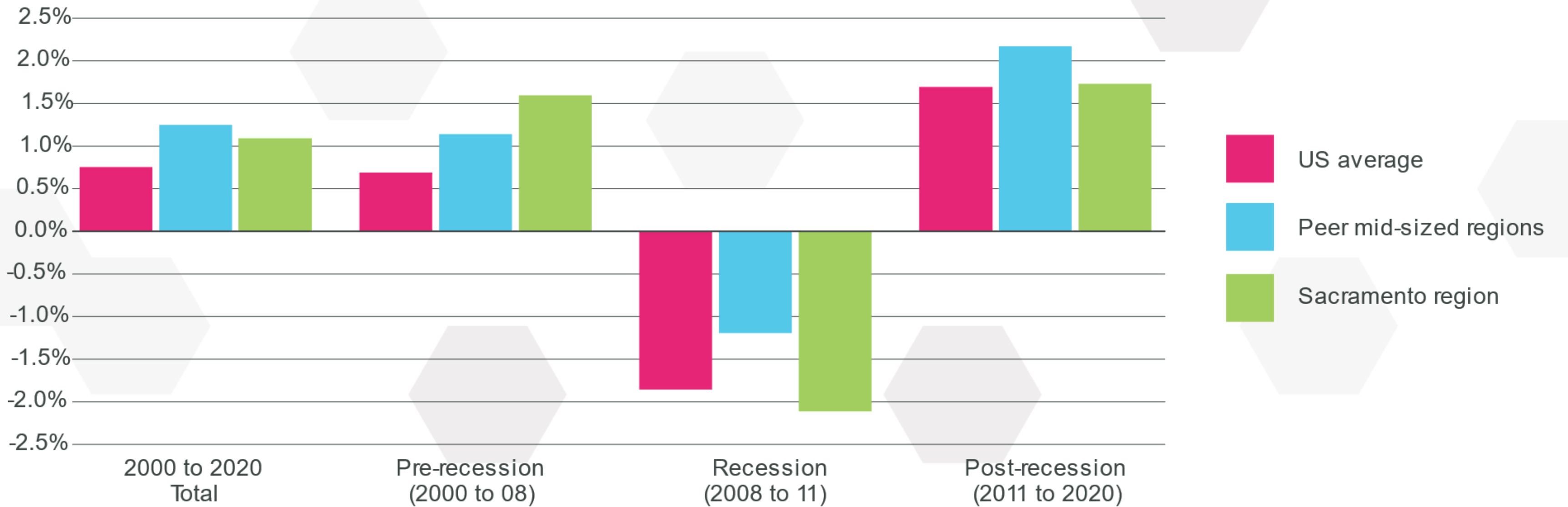
## Median Annual Household Income by Race and Ethnicity in Sacramento Region, 2018



Source: SACOG, December 2020. Based on American Community Survey 2018 5-year sample data.

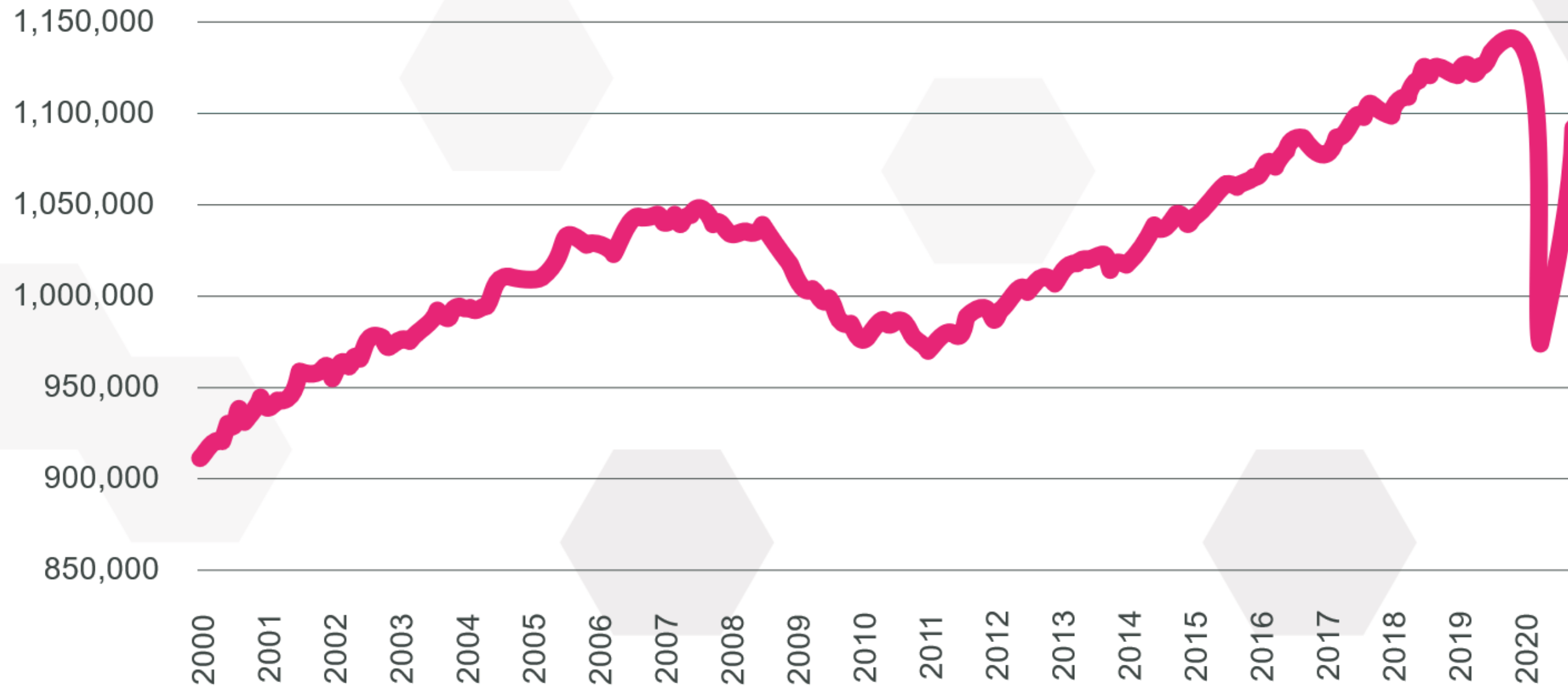
**Economic Prosperity**

## Annual Job Growth Comparison: Sacramento and other Mid-Sized Metro Areas



Source: SACOG analysis of Current Employment Survey (CES) data from the US Bureau of Labor Statistics (BLS).

## Total Jobs in the Sacramento Region by Month



Source: SACOG analysis of Current Employment Survey (CES) data from the US Bureau of Labor Statistics (BLS). Job estimates for October of 2020 are preliminary.

Thank you  
Tina Glover [tglover@sacog.org](mailto:tglover@sacog.org)





# North Far North Labor Regional Consortium Strategic Plan

# North/Far North Strategic Plan



### North/Far North strategic plan includes:

- Baseline industry data on 11 priority sectors
- Top occupations and middle skill job openings
- Career education program data – awards, demographics

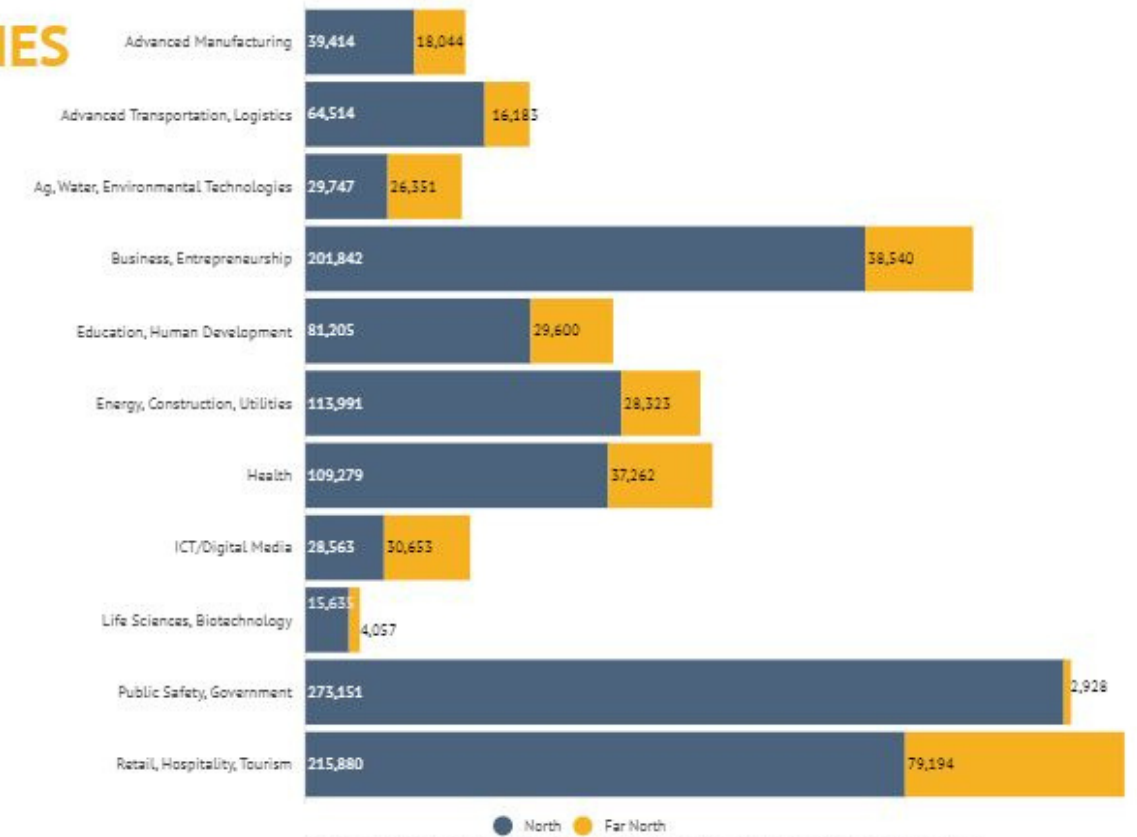
### C. PRIORITY INDUSTRIES

The statewide Strong Workforce Program identified the industry sectors from which regional consortia can select to meet their local industry needs.

- Advanced Manufacturing
- Advanced Transportation & Logistics
- Agriculture, Water & Environmental Technologies (Ag, WET)
- Business & Entrepreneurship
- Education & Human Development
- Energy, Construction & Utilities (ECU)
- Health
- Information & Communications Technologies/Digital Media (ICT/Digital Media)
- Life Sciences & Biotechnology
- Public Safety & Government
- Retail, Hospitality & Tourism

The chart on the right shows the distribution of employment in the NFN Region in 2020 (hover over each bar to see the values for the sub-regions). The estimated job growth for the State and for the Region within each sector is presented in the next two pages.

A brief profile of these industry sectors and related emerging industries, occupations, and technologies are presented on the following pages. New or emergent industries and occupations may not be reflected in Labor Market Information (LMI) data until there is sufficient data to add new categories. But these industries and jobs can develop rapidly because of political changes, technology breakthroughs, new investment, or in response to natural disasters – such as wildfires or pandemics.



Distribution of 2020 Employment in the North Far North Region. Source: NFN Centers of Excellence. Hover over each blue and gold bar to see the values for the subregions.

[Table of Contents](#)

<https://nfnrc.org/swp/regional-project-work-plans/>

# Centers of Excellence Economic Update

Presented by Aaron Wilcher

# COE Economic Update

## NORTH/FAR NORTH COE Economic Update



July 2022

The North/Far North Center of Excellence is sharing a quarterly bulletin of findings on jobs postings, unemployment, industry measures, and other real-time data. Some data points that we have traditionally used do not reflect the current economic disruption due to COVID-19.

[READ ARCHIVED ECONOMIC BULLETINS HERE](#) [SUBSCRIBE TO THE ECONOMIC UPDATE HERE](#)

### SUMMARY

This edition of the COE economic update features analysis of unemployment, labor force, industry sector employment, and jobs postings data. It also includes a summary of recent reports.

Research for the July 2022 economic update indicates that the North/Far North region has experienced a strong recovery in most sectors and expansion of a few. The region, like much of the nation, has historic low unemployment. Unemployment rates are below pre-pandemic levels. The data do not yet indicate a cooling labor market or layoffs. Key findings are as follows:

- In May, the Greater Sacramento (North) region had an average unemployment rate of 3.0%. In the Far North, the average rate declined to 3.5%. The rate in California was 3.8%.
- The North region's labor force has risen steadily during the second half of 2021 and first half of 2022. In May, the labor force for the North was 3.3% larger than in January 2018. By contrast, the Far North's labor force was 3.2% smaller than in January 2018.
- Most sectors in the North/Far North have recovered from job losses experienced during the pandemic. Retail, government, and health care were resilient, but did not grow.
- Hospitality has made a remarkable comeback, regaining most of the job losses from the pandemic. In May, the Far North had 3.0% more jobs in the sector than in January 2020. In the North, the sector had 4.6% fewer jobs than in January 2020. The figures are dramatically higher than at the same time in 2021.
- Construction and transportation and logistics have seen significant growth over pre-pandemic employment levels. Between January 2020 and May 2020, construction's employment total increased 13.6% in the North and 19.0% in the Far North. The transportation and logistics sector's employment total increased 10.5% in the North and 14.6% in the Far North. Manufacturing's employment total increased 7.9% in the Far North.
- A quarterly analysis of jobs postings volumes shows that in many sectors these volumes continue to increase beyond pre-pandemic levels. In recent quarters, many sectors routinely had 20% to 50% higher postings volumes than before the pandemic. The increase is one indicator of hiring challenges.



### NORTH / FAR NORTH ECONOMIC UPDATE

Employment levels increased across the economy in the North/Far North between May 2021 and May 2022 (Exhibit 6). The gains were largest in the hospitality sector, where employment levels increased by 9.9% in the Far North and by 15.2% in the Greater Sacramento (North). Employment levels in transportation and logistics grew by 4.4% in the Far North and by 11.7% in the North. In all other analyzed sectors, they grew between 2.0% and 4.6%.

Exhibit 6. Percentage change in employment, North/Far North subregions, May 2021–May 2022



Sources: Employment data—California Employment Development Department, Labor Market Information Division, Current Employment Statistics (CES), <https://www.labormarketinfo.edd.ca.gov/cqi/dataanalysis/areaselection.asp?tablename=ces>

Exhibit 7 displays an index of quarterly job postings for key industry sectors (transportation and logistics, manufacturing, hospitality and tourism, government, health care, and retail) in the North/Far North region. In several sectors, jobs postings volumes increased throughout 2021; in Q1 2022 they were 22.5% to 55.7% higher than in Q1 2020. Jobs postings volumes in construction experienced seasonal increases but remained consistent between Q1 2020 and Q1 2022.

Exhibit 7. Job postings volume trends in the North/Far North region, by industry sector, Q1 2020–Q1 2022 (indexed to Q1 2020)



Source: Burning Glass, Labor Insight.

## COE economic update:

- Quarterly labor market conditions
- Unemployment/labor force
- Monthly industry data
- Jobs postings
- SIGN UP FOR OUR NEWSLETTER:

<https://lp.constantcontactpages.com/su/3k594KE>

# Nevada County Workforce Opportunity Profile

# Nevada County Economic and Workforce Opportunity Profile

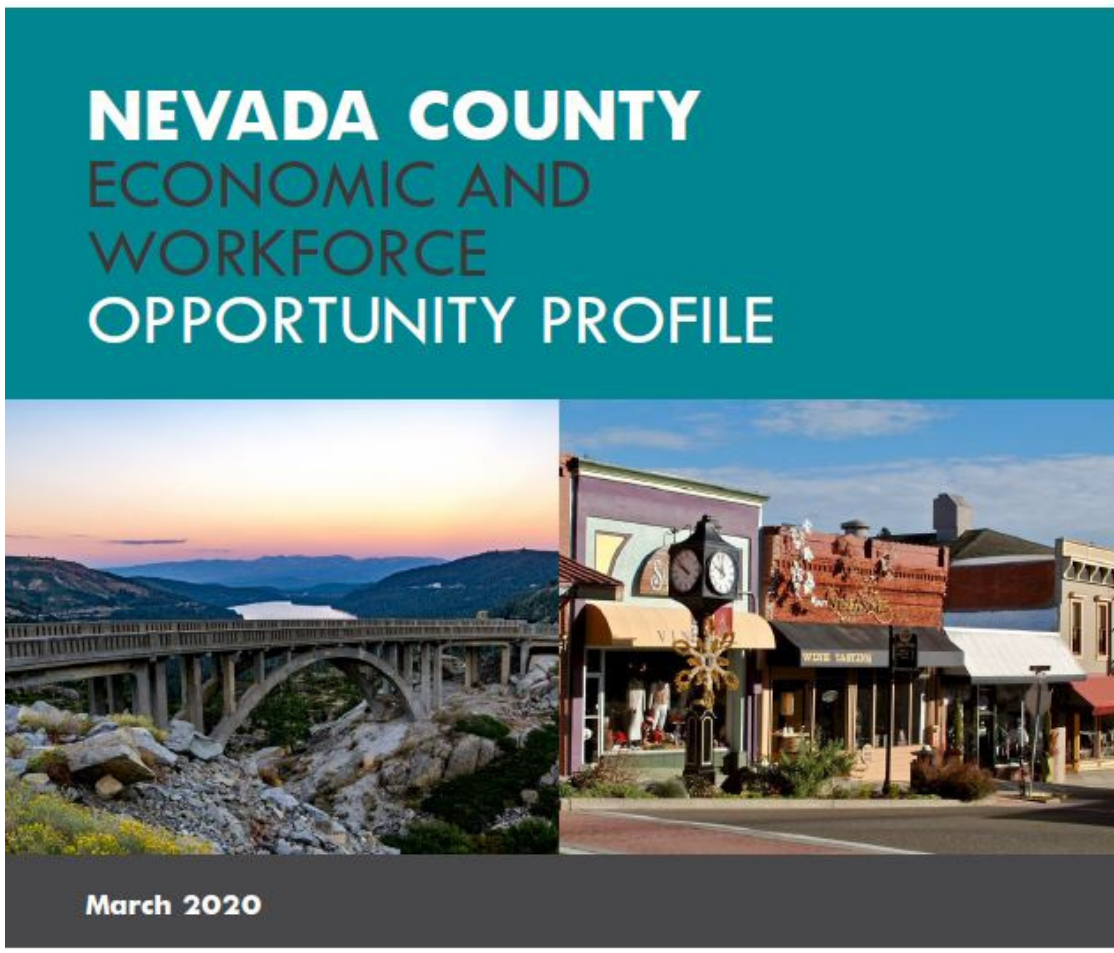


Exhibit 18 compares historical job growth rates for the eight industry sectors in Nevada County and California between 2008 and 2018. The data is sorted in descending order in Nevada County. Health care and social assistance had the highest growth over the 10-year period in Nevada County (30%). However, the growth rate was half that of California in the sector. Manufacturing displayed the weakest performance in the county, shedding nearly a third of its jobs during the period studied.

**Exhibit 18. Job growth in the eight priority sectors, Nevada County and California, 2008-2018<sup>18</sup>**

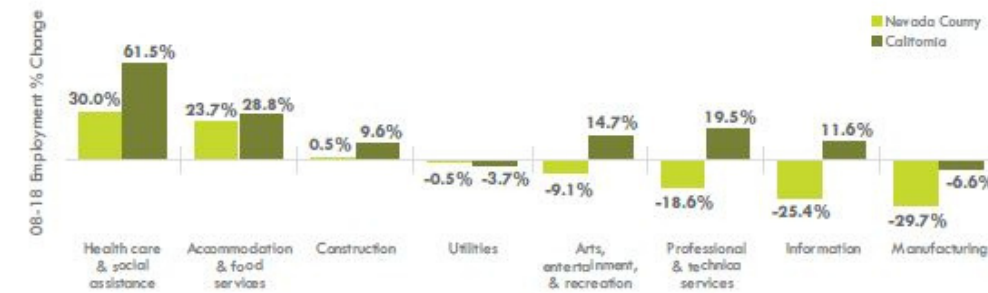


Exhibit 19 shows the average annual wages in the eight priority industry sectors. Utilities; professional, scientific, and technical services; and manufacturing have the highest annual wages in the county.

The chart compares wage levels in Nevada County to the state. In most cases, the wage levels for the state are significantly higher. Health care and social assistance, and accommodations and food service have comparable wage levels for the state and the county.

The chart also compares sector wages to the average annual wages for all sectors in the economy. The dashed lines represent the average annual wage levels for the county and the state. Six of the eight priority sectors meet the average threshold at the county level.

The data indicates significant challenges for capturing and retaining workers in Nevada County. Based on the low wages in some sectors, it appears workers might be leaving the county in search of higher wages.

## Local workforce / economy profiling:

- Industry and occupational scans
- Local education and training asset alignment
- Demographics other community indicators
- Stakeholder engagement focus

<https://ncerc.org/industries/workforce-assessment/>

Prepared by the North/Far North  
Center of Excellence  
Aaron Wilcher  
Wen Sun  
Ebony Benzing



# Prosperity Strategy

# Prosperity Strategy

- Comprehensive Economic Developments Strategy (CEDS) for the six-county region: El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties
- Two-year process that was founded on extensive research, dozens of public convenings and hundreds of interviews
- Three sector-based strategies:
  - Food, Ag, and Health Innovation
  - Life Sciences
  - Future Mobility
- Three strategies prioritizing critical supporting components:
  - Infrastructure, workforce and the business environment
- Metrics are monitored on an annual basis, to assess:
  - Overall progress toward goals +
  - Overall trajectory of the Prosperity Strategy and the recovery
- Regional as opposed to project-specific outcomes





# Prosperity Strategy

- Metrics are monitored on an annual basis, to assess:
  - Overall progress toward goals +
  - Overall trajectory of the Prosperity Strategy and the recovery
- Regional as opposed to project-specific outcomes

# Prosperity Strategy

- Regional inclusive economic indicators
  - MSA Performance on Growth, Prosperity and Inclusion
  - Median Annual Household Income by Zip Code
  - Cost of Living Index Compared to Other Mid-markets
  - Wage Gain Over Time by Sector, Skill-Level and Education
  - Average Annual Wage by Sector
  - Relative Poverty Rate
  - Households Struggling to Make Ends Meet
- Innovation and business growth indicators
  - Business Employment Dynamics Index
  - Jobs at Young Firm
  - Venture Capital Funding Investment in Businesses
  - Innovation Index 2.0
  - Entrepreneurial Business Growth

# Prosperity Strategy

- Workforce indicators
  - Labor Market Equity by Census Tract, Gender and Race
  - Number of Degrees and Awards in Emerging Industries
  - Projected Skills Gap and Labor Shortages
  - Levels of Education for People of Color
- Transportation and infrastructure indicators
  - Public Transit Wait Times
  - Roadway Reliability – Trucks and Passenger Vehicles
  - Bike Share and Micro-Mobility Trips Per Capita
  - Annual Home Price
  - Average Rent per Unit
  - Federal and State Funding Investment in Infrastructure Projects
  - Households Served by Internet

# Q&A + Initial Reflections

# Breakout Room Discussion

## Breakout Room Discussion Questions

1. Are there additional research and data assets that you'd like to elevate?
2. What are some of our region's research needs that could help advance the CERF's purpose?
  - a. E.g., understanding the scope of the "clean economy,"  
defining a "green job"
3. What are some of the activities that could support these needs, and who are the organizations or institutions who can help lead this effort?
4. Could we use this opportunity to build more local capacity for data and research needs and what would that look like?

# Final Q&A & Reflections

# Next Steps

1

Making follow-up materials and a survey available

2

Incorporating input into our application

3

Look out for the Collective Partnership Agreement Letter



**Thank you!**