

Subregional Roundtable – January 9, 2024

Hosted at YSEDC and via Zoom

Jan 9, 2024 6:00 PM |

📅 Yuba Sutter Subregional Roundtable Meeting

Attendees: Xitlalitl Shafer Pristina Zhang Sherell Branch Cynthia Roderick

Daniela Urban ,

Brynda Stranix , Yuba-Sutter Economic Development Corporation

Jesus Mata , Everyday Impact Consulting

Maikhou Thao , Everyday Impact Consulting

Sherell Branch , CivicThread

Maritessa Ares, Valley Vision

Renee John, Valley Vision

Gary Bradford, Yuba County

Terri Coutolenc, Youth 4 Change

Jeremy Brown, YCCD

Tawny Dotson, YCCD

Sunni (Satinder) Kaur Samra, The Jakarta Movement

Janell Willis, Yuba Sutter Chamber

Julius Murphy, Corps Officer, USW, The Salvation Army

Kiran Sharma

Lindsey Nitta, Yuba Foothills with Camptonville Community Partnership

Tawny Dotson, President at Yuba College

Zoom:

https://www.canva.com/design/DAF0WNkdJwI/LVgcOdzKosJVtGlgW9Fcdw/edit?utm_content=DAF0WNkdJwI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Agenda

Welcome

Agenda Overview

Housekeeping & Recording Disclaimer

Introducing the Team

About CA Jobs First

Goal: CERF will support econ

MA: 1st: Implementation funding for \$450M. 2nd funding opp: Catalyst Program: \$9M

Exploratory Projects

Last Mile Projects

Ready to Go Projects

Xitlalitl Shafer via chat: Project Readiness Guide: [W CA Jobs First Project Readiness_11.2.23.docx](#)

MA: This is an opportunity for us to catalog project ideas. Our leadership council will meet this month to develop additional guidance and direction for our region, its priorities and additional criteria for projects. We are asking each region to submit up to 3 projects. They'll be reviewed in May and June and by July, submitted to the state. The state will then be releasing more information.

We will be determining more details for the Catalyst Projects. We ask that projects in any stage be submitted.

Renne John: A definition of leadership council?

MA: We had a nomination cmte of over 63 nominations, and had multiple conversations, landing on a slate of individuals. Daniela was part of the committee. We identified seats required by the state and it's almost a 40 person governing body.

The Yuba Sutter Approach

CEDS

Xitlalitl Shafer via chat: Link to CEDS: <https://www.chooseyubasutter.com/strategy>

PZ: Most recent, cover the new goals and tactics.

Subregional Roundtable #1 Recap (Nov 16th): Challenges, Solutions, Goals

Subregional Roundtable #1 Notes: [November 16 Meeting MInutes.pdf](#)

Slides: [P California Jobs First \(CERF\) Yuba-Sutter Regional Roundtable 11-16-2023.pptx](#)

3 Step Action Plan to meet community needs for jobs:

- Identifying priority projects
- Developing equity proposals
- Negotiating project benefits

Cities GPS regional economic analysis: Initial Findings

MA: Please feel free to follow up with us via email with any questions maritessa.ares@valleyvision.org
renee.john@valleyvision.org

VV is working with Cities GPS, a Brookings affiliated team, on our CEDS research. They've provided research deliverables for us in the past and presented initial research, which we can share. I will share a top line research overview, only a tip of the iceberg.

Role of Research:

1. Help determine our region's opportunity landscape
2. Provide data as one of multiple inputs for decision making

Local-serving industries have fueled most of the region's job growth since 2012 (slide)

Annual self-sufficiency standard for select family types in the Capital region (slide)

These budgets are used to identify families who fall below the need *

Share of population in families that struggles to make ends meet (slide)

Nearly 51% of residents in Yuba and Sutter Counties belong to families whose income does not cover basic needs

Large portions of struggling workers are young, mid-skilled, and people of color (slide)

Share of population that would be "self-sufficient" at each wage level (slide)

Tamy: Is that at a certain wage level?

MA: # 50% of striving parents were used. The goal is to show the trajectory of lifting up 50% of striving parents. In terms of family composition, not clear, I'd need to double check

Tawny: We've seen data for 1 adult 1 child would be 21.20 per hour, still not sure where you're getting the 29

Reee: Brookings is using savings, baseline being used is 2 adults, with 1 preschooler, 1 older child. This hourly wage is based on lifting up 50% of families.

Brynda: I am suspect of some of the data. Using HUD guidelines seems to be not in alignment with our reality. Very understated, seemed to me that it was 800-\$1000 understated for housing.

Tawny: We often get lost in the data and the needs of the capital region. We have put a lot of time and energy into the effort. We end up getting no support.

Renee: Thank you for surfacing this. We are trying to balance the representation of members and the council will be made aware of this for all counties, encouraging decisions to be made in a balanced approach.

Tawny: Your feedback has been important to us and we've lifted challenges our communities are facing.

PZ via chat: More information if you're interested:

<https://www.valleyvision.org/projects/community-economic-resilience-fund/>

Identifying “opportunity jobs” in the capital region (slide)

Share of jobs that are “opportunity jobs! In the Capital Region (slide)

Capital region quality jobs gap, by county (slide)
22,270 in Yuba and Sutter

Share of opportunity jobs

Group Discussions

Prompt #1: Understanding Community Needs

Does the research presented reflect what is happening in your community? (be specific about why or why not)

Gary: Yes, agree

Tawny: we have a challenge with a below average educational attainment rate. I wanted to ask, on slide for actual share of employment growth by industry in the capital region

MA: There is tradable industries, such as manufacturing, and local-serving industries, such as retail.

BS: Under the normal definition of econ development, you want purchases a outside the region.

MA: We want to focus

Gary: Do we have a comparison with the 8 county region? Curious how we compare.

MA: I could find and share

BS: I could find this and share it with you too.

Tawny: The research is probably not taking into account the plans in the region for the horizon, such as the Hard Rock area, which is due for expansion.

BS: This is also data from 2020, so I'll be excited to see in 2024, 25, 26. We were doing much better than other counties, but

How do the listed industry's employment growth rates match up to the current employment needs you observe in your community?

What are some challenges or barriers you've seen folks experience from gaining employment in any of the listed industries? (language, transportation, exposure, skill?)

Lindsey N: Exposure and skillset is needed to attract those jobs that are skill-based, but are lower wage jobs. The forest management-type work is the work to build energy and sawmill companies will be trade-type jobs that would show up in agricultural and forestry jobs. There's opportunity especially in northern Yuba parts, to build around the watershed to build/fuel other industries that will protect/improve communities around forest health.

CR: Transportation is also an issue and we put forth transportation, trails, wastewater projects, which I feel are shovel ready and opportunity jobs.

Tawny Dotson: When we participated in the Good Jobs challenge, things like forest and watershed management were areas where we needed investment. In Sacramento and Yolo county, those are not needed, so we didn't receive the funding we would need. We are a rural community yet we might provide more, better help to a community that needs it more, with a better outcome.

Lindsey: We will have 15 and 20 jobs respectively, but will have a big impact on the area, as well as the livable jobs. In maintaining forests, these are dozens of jobs as well. The Yuba Watershed are one of the last in the state.

BS: These are communities that built California and we need to invest in them again.

PZ:

Prompt #2: Expectations and Goals

[Does the definition of a high quality job reflect your expectations of what a high quality job looks like in Yuba-Sutter? If not, what is it missing?](#)

The CERF program defines high quality jobs as those that pay a living wage, offer healthcare and retirement benefits, opportunities to advance, and don't cause harm to a person's health or our environment.

Gary: Fulfillment to the person? Job satisfaction?

CR: In addition to not causing harm, having benefits, and a livable wage, yes.

BS: When you look at other communities, with hospitality, entertainment, these bring a workforce that is flourishing, and interested in this environment to flourish.

DH: For low wage workers, sustainability and security are important. Security for that person to be able to stay in that job. And sustainability (example - this is a concern for seasonal wage workers), whereas those with seasonal hospitality jobs that may have more stability year to year, so they are not going anywhere.

[What outcomes or goals would you like to see achieved through this process, whether for your industry or for the general subregion?](#)

BS: More than anything, we need the infrastructure to support growth. This is why we have not grown at the same rate. We really need infrastructure.

Julius: I want to see more individuals with gainful and livable employment. We have a lot of community issues that can be mitigated with gainful employment, livable wages. Be able to sustain housing, and deal with other issues, prevent homelessness.

PZ: It was shared throughout this discussion that what success could look like, all that is gathered can lead to some sort of change, and not last into the abyss. And that is discinc to the Yuba Sutter identity.

[What would make this initiative a success for you personally or for your organization?](#)

Additional Information & Closing

Save the date for January 23rd, 6PM - 730pm. Additional details TBD. Save the date:

https://docs.google.com/forms/d/e/1FAIpQLSdC-ZIEnYx5RmB8g-JZrVvWAsVeMTsOs6_2qryGcqkKSxJj2w/viewform

Compensation Guidelines:

Other Notes & Discussion