



Capital Region Leadership Council Meeting

Thursday, July 18, 2024, from 2:00 - 4:00 pm

Virtual via Zoom

AGENDA

2:00 pm

5 minutes

Welcome & Framing

Evan Schmidt, CEO, Valley Vision

2:05 - 2:40 pm

35 minutes

June Recap & General Updates

Isa Avencena, Project Manager, Valley Vision

Overview of key We Prosper Together activities, Catalyst updates, CA State budget updates as related to California Jobs First, and Research findings.

→ *Approval of Seated Membership*

→ *Approval of June Meeting Minutes*

2:40 - 3:05 pm

25 minutes

Capital Region Labor Insights

Zach Freels, Principal Consultant, ZF Public Affairs

Lessons learned from workforce and apprenticeship programs, and insights on how to connect Labor with diverse populations

3:05 - 3:45 pm

40 minutes

Equity Framework Taskforce

Richard Dana, Partner, Community Strong Strategies

bel Reyes, Executive Director, Innovation Bridge

Moving us forward through the Equity Framework Ad-Hoc Committee Gathering

3:45 - 4:00 pm

15 minutes

Final Remarks, Questions & Closing

Evan Schmidt, CEO, Valley Vision

4:00 pm

Thank you!



Approval of Recommended Leadership Council Member

Recommendation: To approve Robert W. Heidt, Jr., President and CEO of the Sacramento Metropolitan Chamber of Commerce, as a member of the We Prosper Together Leadership Council in the Business Category, and reassign Danzell Nunsuch to the Regional or At-Large Disinvested Communities category.

Background & Information Summary: The Review and Nominations Ad hoc Committee initially recommended Kyla Bryant, Foundation Executive Director of the Sacramento Metropolitan Chamber of Commerce, for the Regional or At-Large Disinvested Communities category. However, Kyla has since left the Chamber. To maintain business representation, Robert W. Heidt, Jr. has applied to replace Kyla as the Chamber's representative. It is believed Robert would better serve in the Business Category within the Leadership Council.

With Robert moving to the Business category, a current member must be reassigned. Danzell Nunsuch has agreed to move to the Regional or At-Large Disinvested Communities category, as he currently represents himself as a community member.

Robert is an active board member of the Association of Chamber of Commerce Executives, serving as Chair of ACCE's Fringe Benefits and Insurance Board and a member of the Leadership Diversity Program. He is also a member and past Board member of the Western Association of Chamber Executives and currently Chair of the West Valley Chambers of Commerce Alliance.

Additional information for your recommendation consideration includes:

- Per the current Operating Procedures, since this is the replacement of a seated member the Leadership Council makes the recommendation for appointment.



Approval of Recommended Leadership Council Member

Recommendation: To approve Spencer Bowen, Communication & Strategic Policy Manager, as a member of the We Prosper Together Leadership Council in the Sacramento-Yolo category, representing Yolo county.

Background & Information Summary: The Review and Nominations Ad hoc Committee initially recommended Erica Johnson, Executive Director of the Yolo County Workforce Innovation Board, for the Sacramento-Yolo category. However, Erica has since left the Yolo County Workforce Innovation Board. To maintain representation, Erica has submitted a nomination form for Spencer as a new representative.

Spencer currently manages the development, implementation, and management of the City of Woodland's comprehensive communication plans, public outreach, and media strategies. He coordinates City-wide strategic initiatives, programs, and special projects, leads government relations and legislative advocacy efforts, and executes complex policy analysis for the City Manager's Office. Additionally, he serves on the Yolo County Workforce Innovation Board.

Additional information for your recommendation consideration includes:

- Per the current Operating Procedures, since this is the replacement of a seated member the Leadership Council makes the recommendation for appointment.



Monthly Leadership Council Meeting Minutes

Thursday, June 20, 2024, from 2:00 – 4:00 pm | Virtual via Zoom

Leadership Council Attendees:

P	Adam Wilson	E	Gabby Trejo	P	Paul Bancroft
P	Adelita Serena	A	Gloria Stearns	E	Paul Towers
P	Anthony Taula-Lieras	P	Ivory Watts	P	Rana Ghadban
E	Bill Camp	P	James Corless	P	Robert Bendorf
P	Cameron Law	P	Jason Buckingham	E	Sam Greenlee
P	Christy Jewell	A	Jeneba Lahai	P	Suzanne Dizon
P	Crystal Bethke	P	Jenny Hatch	P	Tex Ritter
P	Denzell (Fedrequake) Nunsuch	P	Jeremy Brown	A	Theresa Milan
A	Daurice Smith	P	Kimberly Parker	A	Todd Cutler
A	Dawnte Early	P	Lindsey Nitta	P	Troels Adrian
P	Devin Middlebrook	P	Malaki Amen	P	Volma Volcy
P	Elisa Herrera	E	Melanie Dixon	A	Wayne Mitchum Jr.
A	Eliza Tudor	E	Michael Jasso	P	William Walker
P	Erica Johnson	P	Nkiruka Catherine Ohaegbu		
P	Fal Asrani	E	Orville Thomas		

"P" = present, "A" = absent, "E" = excused

Additional Attendees:

- Evan Schmidt, *Valley Vision*
- Renee John, *Valley Vision*
- Isa Avanceña, *Valley Vision*
- Gretchen James, *Valley Vision*
- Connor Kindere, *Valley Vision*
- Richard Dana, *Community Strong Strategies*
- Christina Craner, *Community Strong Strategies*
- Carly Adams, *Community Strong Strategies*
- bel Reyes, *Innovation Bridge*
- Marek Gootman, *Cities GPS*
- Chad Shearer, *Cities GPS*
- Bernadette Nieto, *Tribal Administrator with the Washoe Tribe of Nevada and California*

I. Welcome

- Presented by Evan Schmidt, *Valley Vision*
 - Agenda: Welcome, May Recap & Info, Tradable Cluster Areas, Connecting to Quality Jobs, Inclusionary Strategies, Next Steps & Closing.
 - Meeting Goals:
 - Guide the selection of tradable clusters for further research and action
 - Use data and subregional findings to select current Available Quality Jobs for workforce development analysis
 - Utilize subregional findings and data to determine Inclusionary Strategies areas.
 - Group Agreements: Ensure one person speaks at a time, encourage genuine expressions, maintain confidentiality, approach discussions with an open mind, and be patient and supportive of each other's growth.
 - Evan passed the meeting to Isa Avanceña, *Valley Vision* to give us an overview of May and what we are working towards today.

II. May Recap & Information

- Presented by Isa Avanceña, *Valley Vision* & Evan Schmidt, *Valley Vision*
- **May Meeting Minutes** – Action Required
 - Isa Avanceña asked that LC to vote in the chat, instead of raising their hands: Oppose, Can Live With, Support or Abstain
 - May Minutes approved with the following results:
 - **Oppose (0)**
 - **Support (17):** Robert Bendorf, Jeremy Brown, Institute for Local Government, Dr. Fal Asrani, Erica Johnson, Adelita Serena, Rana Ghadban, Suzanne Dizon, Kimberly Parker, Troels Adrian, Devin Middlebrook, Lindsey Nitta, Volma Volcy, Cameron Law, William Walker, Dr. Nkiruka C. Ohaegbu, Crystal Bethke.
 - **Can live with (1):** Anthony Taula-Lieras.
 - **Abstain: (6)** Jason Buckingham, Malaki Amen, Paul Bancroft, Ivory Watts, Adam Wilson, Jenny Hatch.
- State & Regional Updates
 - The Regional Catalyst Fund RFP is scheduled for release in October. Public comment for the Implementation Fund SFP will occur from July 2 to July 22/23, with applications for Implementation Funding opening from September 10 to November 1.
- Leadership Council Activity – What's next?
 - Review of the upcoming deadlines from July through October, and how that coincides with the actions we'll take today.
 - July: The inclusionary strategies approved today will be used to begin building the equity framework, ensuring the ability to include the most disadvantaged communities.
 - August: Development of the equity framework will continue, and project selection criteria for the RFP process will be created. Additionally, a report due to the state will include today's approved information, with a request for the state to ask for this data in the report.

- September: Refinement of the project selection criteria will continue, and additional research and analysis based on today’s approvals will be reviewed.
- Movement Forward – Framing for today
 - Currently in the Strategies section of the project – taking the data to decisions
 - Upcoming: Develop Equity framework, Gather additional data, Request for proposals
- Decision Areas – Framing for today
 - Exploring Tradable Clusters
 - Available Quality Jobs
 - Inclusionary Strategies

III. Tradable Cluster Areas

- Presented by Evan Schmidt, *Valley Vision* & Richard Dana, *Community Strong Strategies*
- How we arrived here today to this point of decision-making:
 - Brookings / Cities GPS Data Book
 - Subregion Hub Presentation Findings
 - Collective Conversations
 - Will be talking in more detail about the cluster areas: Business Services, Research & Development, Precision Manufacturing, Working Lands & Other.
- Further Research & Analysis – Understanding Why
 - Examples of research & analysis may include:
 - Occupational overlap within subclusters
 - Subclusters strength and occupational opportunities
 - Opportunity jobs by skill range utilizing industry interviews
- **Business Services** – Tradable Cluster Areas

	Total Number of Jobs	Number of Quality Jobs	Number of Mid-Skill Quality Jobs	Subregional Hub Identification	May 16 Gathering Breakout
Business Services	61,478	36,615	8,120	2	-
Technical Services	19,831	13,672	2,723	-	-
Business Administration	25,719	13,650	3,695	-	-

Data Provided by Brookings/Cities GPS Databook, 2023

- Business services include technical services and business administration - looking at the strengths that our region has around these professional services. Can include things like information, technology, etc.
 A few examples of companies currently operating in our region: Zennify, which provides financial services advisory, and Nitrogen Wealth, which offers wealth management software services. This list is not exhaustive but provides a snapshot of the types of businesses within this cluster.
- **Research & Development** – Tradable Cluster Areas

	Total Number of Jobs	Number of Quality Jobs	Number of Mid-Skill Quality Jobs	Subregional Hub Identification	May 16 Gathering Breakout
Research & Development	15,326	10,947	2,032	3	✓
Agricultural / Food Technology	-	-	-	3	✓
Bio Tech	-	-	-	3	✓

Data Provided by Brookings/Cities GPS Databook, 2023

- Previously heard this referred to as agriculture, food, technology and biotech.
- These were initially combined into one industry sector. But now we’ve separated them into their own areas.
- Speaking of the assets we have coming from the University system, particularly UC Davis and Aggie Square.
- Aim to be an economic driver – can be a job multiplier opportunity. Even if it's a small number of jobs, you can multiply additional jobs through those company starts and some of the secondary services they also spur.
- Example Businesses
 - Bio Tech businesses include: Elevai Labs (skin care), Orca Bio (cell therapy), and Gemini Bio (manufacturer of cell culture products)
 - Ag and Food Tech businesses include: Better Meat Co (producer of plant-based proteins), and Syngenta Seeds (crop protection and seeds producer for farmers)
- **Precision Manufacturing – Tradable Cluster Areas**

	Total Number of Jobs	Number of Quality Jobs	Number of Mid-Skill Quality Jobs	Subregional Hub Identification	May 16 LC Breakout Session
Precision Manufacturing	19,447	8,684	2,178	2	✓
Instrumentation & Microelectronics Manufacturing	9,228	4,577	1,177	1	✓
Next Generation Transportation	-	-	-	1	✓
Machinery Manufacturing	5,324	1,857	510	1	✓

- There's a lot of energy going on in the manufacturing space, from next generation transportation to the production of semiconductors. This not only is a significant economic engine for us right now, where we've seen some great momentum. It's also an excellent job producer. And has the potential to be to be a major job producer for our region.
- Some examples of Precision Manufacturing businesses:

- For semiconductors: Intel, Bosch, Solidigm. In mobility and industrial manufacturing: Siemens.
- Specializing in smart hydraulic solutions: Terzo Power Systems. Engaged in bio manufacturing: The Port

• **Working Lands** -- Tradable Cluster Areas

	Total Number of Jobs	Number of Quality Jobs	Number of Mid-Skill Quality Jobs	Subregional Hub Identification	May 16 Gathering Breakout
Working Lands	58,525	15,654	5,470	4	✓
Agriculture & Food	33,296	7,973	2,560	4	✓
Wood Economy	7,456	2,274	881	4	✓

- We're focusing on agriculture, food and the wood economy. I want to note that our sub regions have strongly emphasized these areas. And when we look at the share of our economy across our 8-county region, agriculture and food make up a significant portion of a lot of our rural economies.
- Note: Agriculture and food often intersect with other clusters as well. Example: we can have food, transportation and delivery services combined with manufacturing our food and agriculture as part of the biotech and Ag tech industries. Our wood economy encompasses forestry and other uses for wood.
- A few examples of current businesses in the area (include but not limited to): For agriculture: Pacific Coast Producers, involved in growing, canning, and supplying produce. In forestry: Sierra Pacific Industries.

• **Other** -- Tradable Cluster Areas

	Total Number of Jobs	Number of Quality Jobs	Number of Mid-Skill Quality Jobs	Subregional Hub Identification	May 16 Gathering Breakout
Creative Economy	-	-	-	-	✓
Tourism	-	-	-	2	✓

- Multiple members of the Leadership Council suggested conducting a deeper analysis of the creative economy and tourism. The subregion hubs have also identified tourism as a key area of interest. Additionally, there is no data available today, indicating a need for further analysis.
- Examples: Tourism / Creative Economy:
 - Tourism includes destinations like Tahoe, Wine Country, and Gaming Casinos.
 - Creative Economy encompasses fields such as Media, Design, Art Installation, and Music Festivals.

• **Questions & Discussion from the Leadership Council**

- Adam Wilson via chat: I would like to see the impact or number of available jobs by subregional areas by each of these tradable clusters.
 - Richard Dana via chat: Adam - Great suggestion. We will work with our partner Cities GPS to see what is available.
- Richard Dana: We want to allow folks the opportunity to share their concerns, confidence and/or questions.
- Malaki Amen noted that he would like to see cannabis included in the bioscience realm. The bioscience jobs are there, and the focus to include cannabis would do a lot in addressing the wealth transfer that we're seeing because there's a tremendous amount of inequity in that realm.
 - Richard Dana noted that cannabis was mentioned within LC discussions, and falls inside the Ag food and Biotech area, so not necessarily honing in on the specific industry so much as the clusters for now.
 - Malaki noted a follow-up question. Our research and analysis Ag food would not necessarily exclude retrieving data or increasing our depth of understanding and potentially prioritizing cannabis, is that what I'm hearing.
 - Richard Dana: At this stage, what we'd be looking at is understanding the cluster areas themselves and cannabis would potentially fall within that. It's more about us understanding the industry area clusters themselves at this point. So, you're correct.
- Kimberly Parker via chat: Nevada County Arts Council completed an Economic Impact Study and may have information for our region. Also,, Valley Vision is doing strategic work for the Gold Country,, which includes several counties, so you may be able to get some tourism CA. You might check with NC Art Council for stats as they just completed an economic impact report for our region. Also Visit CA is doing strategic planning for the Gold Country across several counties and may have some of the data you need.
 - Robert Bendorf in the chat: Thank you for including Creative Economy and Tourism.
- Elisa Herrera in the chat: Healthcare is not considered a tradable industry?
 - Rana Ghadban via chat: Healthcare has so many expansion projects in the region and offers quality jobs even though it may not be considered tradable
 - Evan Schmidt via chat: Healthcare is coming up in the presentation soon, included in access to high quality jobs in existing clusters. It isn't categorized as tradeable, but as an important local cluster.
- Christy Jewel: I was looking at the exchange between Evan and Rona. So I'm understanding that we're focusing on tradable cluster areas. And as you've mentioned, many of these cluster areas will nest in different industry sectors, right? Healthcare government, etc. I don't want to emphasize tradable and overlook the local because the local is a huge sector, at least in the Sacramento region, right? Using a government ex, and as an example, it's 1 out of every 5 jobs. So that's an industry sector and these cluster areas, some of them nest inside of that. So just kind of throwing it out there as something. I'm not sure if it's jumping ahead, but just want to bring that up.
 - Richard Dana: One consideration that we have that we have, we're recommending is that where there is crossover inside the tradable area, you'll see it illuminated inside the further research and analysis. But there's also existing quality jobs in local service, local serving areas. We recognize that. We're just starting to dive deeper into workforce development

opportunities and how to build out opportunities for our residents to enter into those quality jobs is something we have to consider as well. So you'll see that in our next section, which is existing quality jobs today.

- Adelita Serena – We're not mentioning low-quality jobs (fieldworkers, etc.) in Ag, and I'm thinking now – by using the art and the technology to improve the situations for the farmworkers, because it's pretty bad when it comes to the heat. Example: OSHA requires farmers to provide shade during your break, but I don't see shade while they're working. I'm wondering if there's an area where we can connect Ag, science and technology to create an opportunity for them to improve their situation during these heat events. Also shared about the working conditions of a local cannery.
 - Richard – I appreciate it. There's a couple of recognitions here. One is that agriculture is such a large industry for our overarching region. It's also that the job quality isn't always there. Part of the work will have if we are adopting agriculture is to really hone in on the quality job component of it. And hopefully, we'll have some projects emerge with creativity to drive some of that forward. I think right now, we're still really, in the research analysis phase, to understand better some of the pathways that we can all collectively take. But your comment is definitely well taken.
- Rana Ghadban via chat: Does Technology services include IT, cybersecurity and AI jobs?
 - Chad Shearer in the chat: Yes, Rana, Technical Services includes several computer services industries that cover IT services including cybersecurity. One thing to note is that IT is often a function rather than an industry, so the definition of this cluster focuses on businesses whose core service is of a technical/IT nature, though that function is served in-house and many mid-sized or large companies too.
 - Rana Ghadban via chat: Would highly suggest we look at Technical services as a function as it is strongly present across many industries and include high quality jobs.
- Troels Adrian (summarized): Economic development practitioners should focus on tradable sector jobs as these can be influenced at a regional level and drive local economies by attracting investment. This investment boosts local businesses such as grocery stores, restaurants, and hotels. Rancho Cordova exemplifies this, where local businesses thrive due to corporate spending. Although we're not lagging in growth, there's a gap in tradable sector employment that needs attention. Therefore, our strategy should prioritize this sector. Additionally, in the precision manufacturing domain, we should include non-transportation clean tech and zero-emission jobs, like battery storage and solar technology, under a broader "next generation transportation and energy" category to align with our growth opportunities.
 - Richard Dana: We generated the current name based on emerging industry trends and partner input. To better capture the full range of opportunities within the sector, we're open to adjusting the name. I'll consult with our Valley Vision team, particularly Evan, to ensure it accurately reflects these opportunities.
 - William walker in the chat: The state currently employs 113,000 plus people and growing...
- Devon Middlebrook (summarized): Regarding the working lands category, particularly the wood economy, I wonder if we're being too narrow in our focus. While forest health and wood product manufacturing are important, shouldn't we consider a broader conservation economy? Wetland and meadow restoration, for example, offer significant carbon sequestration benefits. Was this

broader conservation perspective included in discussions with the Valley Vision and consultant teams when developing the recommendation?

- Richard Dana: I think working lands in general has been a like a larger conversation point. We have honed in on work on wood economy because of the feedback we've received from folks, but I hear where you're coming from. Maybe we open it up further to see what other kinds of things lift from conservation economy as well.
- Evan Schmidt: These are great comments and capturing some of the nuance that I know is going on in local economies. We're carefully logging your really good suggestions and thoughts for further discussion with our team about how to reconcile these ideas. So even if we don't have a definitive answer on it now, we will come back to you with our thoughts on that, and how to make those adjustments.
- Kimberly Parker via chat - I'd love to hear more about how to tie work in these areas to our disinvested communities.
 - Evan Schmidt (summarized): Referring to the city's GPS presentation, we need 335,000 additional high-quality jobs in our 8-county region to support struggling families. This project focuses on three key areas: creating high-quality jobs in tradable sectors, ensuring access to these jobs, and reducing barriers to employment. By targeting job growth, access, and barrier reduction, we aim to improve equity and support disinvested communities. We appreciate your support in advancing these strategies in our conversations today.
- Anthony Taula-Lieras (summarized): As a new Leadership Council member, I'm still understanding the process. I believe we need to emphasize barriers more. While creating and accessing jobs is important, addressing barriers first is crucial because without this, people may not benefit from new job opportunities. The grants alone may not be transformative enough to tackle longstanding challenges. We might be missing critical insights by not considering barriers upfront, which could influence how we identify job clusters and opportunities. I suggest focusing more on barriers before discussing job creation and access.
 - Evan Schmidt: I appreciate the comment Anthony, and I understand where you're coming from, that you're thinking about all the really tremendous barriers that people face. It's hard to get into that generative opportunity space first. What I will say is that we're presenting three different things today. They're not particularly sequenced. All of these are for further strategy-building, further research and action. They're all absolutely intertwined and necessary to address the needs of our disinvested community. So I would ask you to kind of hold what you've heard here. Keep listening to the presentation, and then as we, move this through, there might be a better sense of how these are intertwining together..
 - Richard Dana (summarized): I agree with you, Anthony. We will conduct further research and analysis while also developing an equity framework to address your concerns. We'll build this model while examining industry clusters in more detail. Inclusion is essential for successful economic development, so please bear with us.
 - Marek Gootman, Cities GPS (summarized): Since you're new to this process, I wanted to highlight two key factors. First, in identifying opportunity industries, we considered job accessibility for people with various skills and backgrounds. Second, beyond identifying

these areas, we focus on connecting workforce and talent pipelines to these sectors, which is essential for growth and inclusivity. Ensuring accessibility and engaging disconnected populations are central to our strategy. This context might help you understand our current stage and the steps ahead.

- Malaki Amen via chat: Does our research identify small business supply chain opportunities within our tradeable sectors?
 - Marek Gootman (summarized): We looked at supply chain relationships within the region to understand sector support among firms. This isn't just about small businesses but also about ensuring that small and mid-sized firms can participate in sector growth. It's crucial to create procurement opportunities, especially for women- and minority-owned businesses. This will be discussed further in the next conversation and blends into both tactical and broader strategies for inclusive economic participation.
 - Malaki Amen (summarized): So the supply chain opportunities for a small business will come up in our next conversation.
 - Marek Gootman (summarized): There are two points here. First, small business procurement isn't a key factor in sector analysis; we focus on creating quality jobs accessible to many people, regardless of business size. However, as sectors grow, we aim to ensure opportunities for smaller, women-owned, and minority-owned businesses. Second, wealth building and economic mobility, not tied to specific sectors, offer broader opportunities for small businesses through procurement and other means.
 - Chad Shearer – Cities GPS (summarized): We didn't use business size or number of small businesses to select our clusters, but we gathered that data. City's GPS presented this at the April 25th Leadership Council meeting. We found over 13,000 businesses region-wide, with over 1,000 in nearly every priority cluster discussed today, mostly small and mid-sized firms. While this analysis didn't dictate our cluster priorities, it ensures a critical mass of businesses across these sectors. Identifying opportunities for small businesses is now part of our strategy development, as mentioned by Marek and others.
 - Malki Amen (summarized): I appreciate the insights. My concern is that first, we are ensuring we can identify opportunities for businesses of various sizes within our priority clusters. Second, I'm worried about how disinvested communities fit into these clusters—not just in terms of job creation but also wealth building. There's a significant disparity for BIPOC entrepreneurs that needs attention beyond job metrics to include entrepreneurship opportunities.
 - Chad Shearer (summarized): We prioritize jobs because they constitute how over 85% of people earn their living, including wage and salary workers and entrepreneurs. Job quality in these industries often translates to wealth building for small business owners and sole proprietors. We also have data showing proximity of jobs to struggling workers and their qualifications for these roles, indicating neutral accessibility compared to other sectors. Our goal is not only economic growth but also an inclusive economy that benefits disadvantaged communities targeted by CJF.
 - Marek Gootman (summarized): In addition, it's important to note that numbers alone don't capture everything. Endorsing this direction involves gathering qualitative input from

employers and worker representatives to better understand opportunities and refine strategies. Your approval is sought to validate and refine these opportunities further. This decision marks a step towards defining our opportunity areas, with room to adjust based on further interactions with investors and employers.

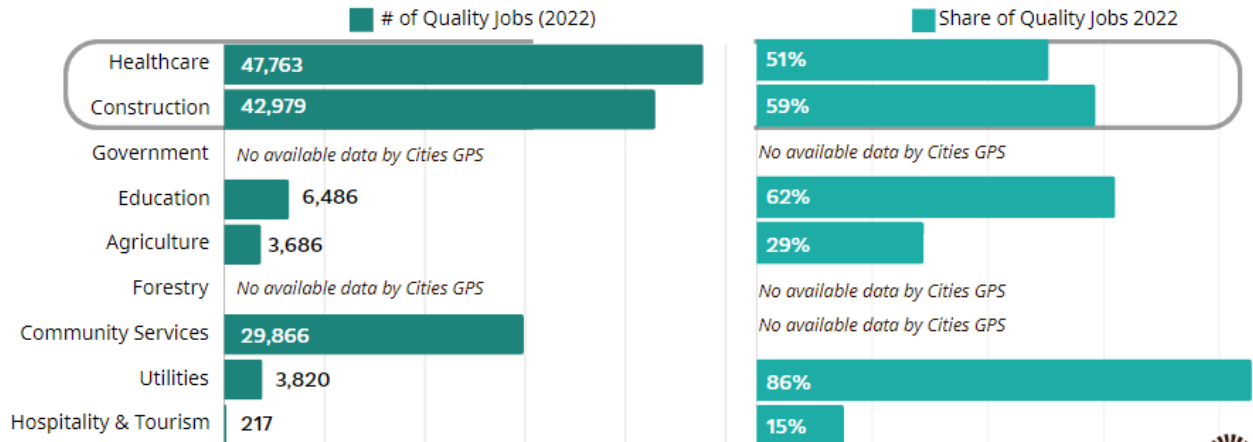
- Malaki Amen (summarized): My concern is ensuring we address access issues in both the workforce pipeline and entrepreneurship opportunities. While our focus is mainly on the employed workforce, understanding this workforce is crucial for developing impactful strategies for BIPOC communities.
- Richard Dana: I think we're all in a hundred percent agreement. I think we're still trying to work through the strategy components of this figure out some of the pieces that you're talking about right now, and I would like to recommend that two things occur. One is that we have a further conversation so we can build out some of these strategies and start to include them in depth. Second, when you start looking at the equity framework pieces, there's places where we can include this more intensively. So, thank you for bringing it up.
- Evan Schmidt (summarized): I think what we're saying is the exact next step. First, we define "what" based on criteria focusing on high-quality jobs accessible to communities across our region. Next, we determine "how" to build these strategies in an accessible manner, which may include supporting BIPOC entrepreneurship. However, we're still in the process of defining these opportunities and strategies.
- Malaki Amen: Got it – I'm navigating through the process thoroughly. This is a helpful conversation. Thank you.

- **Modified Consensus Model – Action Required**

- Richard introduced our model to move forward with our current Industry Cluster Areas, using the following voting in the chat: Oppose, Can Live With, Support and Abstain
- Industry Cluster Areas approved with the following results:
 - **Oppose (0)**
 - **Can live with (17):** Adam Wilson, Adelita Serena, Anthony Taula-Lieras, Crystal Bethke, Denzell Nunsuch, Dr. Nkiruka C. Ohaegbu, Elisa Herrera, Erica Johnson, Jason Buckingham, Jenny Hatch, Jeremy Brown, Kimberly Parker, Malaki Amen, Paul Bancroft, Rana Ghadban, Volma Volcy, William Walker.
 - Adam Wilson noted: With the addition of the data around the impact and number of jobs by subregion
 - **Support (9):** Devin Middlebrook, Christy Jewell, Troels Adrian, Suzanne Dizon, Robert Bendorf, Cameron Law, Rana Ghadban, Lindsey Nitta, and James Corless
 - Devin Middlebrook noted: With the understanding that our comments today will be discussed by the planning team and incorporated as appropriate
 - Cameron Law noted: Support with the addition of energy and other comments discussed
 - **Abstain (0)**
- Excited to move forward with these clusters as we gather more data around these areas for additional research and analysis.

IV. Connecting to Quality Jobs

- Presented by Evan Schmidt, *Valley Vision* & Richard Dana, *Community Strong Strategies*
- Connecting to Available Quality Jobs Today
 - How we arrived here:
 - Brookings/Cities GPS Data Book
 - Subregion Hub Presentation Findings
 - Collective Conversations
 - In making the decision today, this will guide us in conducting additional research to determine pathway opportunities through workforce development and to identify the industries and partners already engaged in this work within the region.
 - Ultimately, we don't want to reinvent any efforts that are already underway. Instead, we aim to enhance the existing initiatives through the We Prosper together initiative.
 - When we conducted an analysis – we found that healthcare and construction present a good starting place – you'll see why we're prioritizing for further research
- Further Research & Analysis – understanding why
 - First round of additional research will help determine pathway opportunities through workforce development and to identify currently engaged partners
- Subregional Findings – Connecting to Quality Jobs
 - We've identified key sectors crucial to subregional economies based on partner feedback and community input, as discussed in the May 16 presentations. Healthcare and construction stand out for their significant share and number of quality jobs. Our focus is on high-growth areas with accessible opportunities for disinvested communities and diverse populations.
- Available Quality Jobs – Focus Areas



Data Provided by Brookings/Cities GPS Databook, 2023



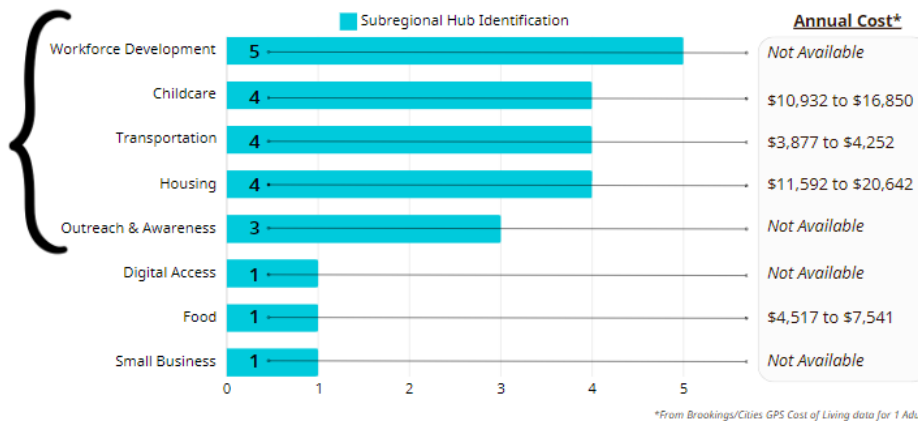
- Paul Bancroft via chat: Was the non-profit sector considered?
 - Richard Dana via chat: It loosely fits into community services. Community services also doubles up a bit for folks that would be within the County departments supporting food, food services or health benefits, etc.
- When we looked at the number of quality jobs and the share of the quality jobs available – Healthcare & Construction rose to the top due to the sheer amount of roles available
- William Walker in chat: Why no data on government?

- Chad Shearer: We do have data on number of jobs and number of quality jobs and share of jobs that are quality jobs for government. They're in a different data book. There is a different section of the data book than the clusters section, which is probably why the team didn't find them when you were looking for them. But those are in the opportunity jobs section of the data book where things are broken down by sector of the economy rather than cluster. I can point you all to that in the chat.
- Chad Shearer via chat: Job quality data are available for Government and Forestry on [this slide](#)
- Volma Volcy question: Energy industry – I'm not seeing it here at all – is it included in Utilities somehow? The energy industry - specifically towards electrification, and so on. A lot of the jobs don't yet exist, or are we just talking about a like available job as of now.
 - Richard Dana: Correct - this is available jobs today, versus proposed future jobs. That we know of in the utilities world that's really falling within the public utilities section so SMUD and etc. for available quality jobs today.
- Anthone Taula-Lieras in the chat: Who would do this deeper analysis and data collection? Can we hear a little more about the methods how they would study and find the pathways to these jobs for disinvested communities?
 - Richard Dana (summarized): We'll conduct a deeper analysis by first connecting with various workforce development institutions and groups involved in job training and readiness. We recognize the need for better coordination among these entities to effectively serve disadvantaged communities. Our approach involves intentionally developing a model to facilitate access to training and job opportunities within these communities. This process aims to refine our strategy rather than implement immediate actions.
- Malaki Question: Healthcare and construction at the top make sense, from the research done by our contracted community partners, but maybe I missed something, there's research and analysis on our tradeable clusters and there's this data here, but not all the tradable clusters are here – am I mixing things up or are we focusing on a different snapshot?
 - Richard: Great question – (summarized) We're currently focused on existing quality jobs across industries, including local serving and tradable sectors. While tradable industries are expected to grow and offer more quality jobs over time, our immediate priority is supporting people in accessing jobs available today, particularly in healthcare and construction. This approach aligns with community feedback emphasizing the need for immediate job support while anticipating future opportunities in tradable sectors.
- **Quality Job Opportunity Areas** – Action required
 - The LC is asked to vote on Quality Job Opportunity Areas using the following voting in the chat: Oppose, Can Live With, Support and Abstain
 - Quality Job Opportunity Areas approved with the following results:
 - **Oppose (0)**
 - **Can Live With (2):** William Walker, and Adam Wilson.
 - Adam noted, “Would like to understand the spread of these jobs across the subregions as well as better data for Hospitality and tourism.”

- **Support (23):** Adelita Serena, Cameron Law, Christy Jewell, Crystal Bethke, Danzell Nunsuch, Devin Middlebrook, Dr. Nkiruka C. Ohaegbu, Elisa Herrera, James Corless, Jason Buckingham, Jenny Hatch, Jeremy Brown, Kimberly Parker, Lindsey Nitta, Malaki Amen, Paul Bancroft, Rana Ghadban, Robert Bendorf, Suzanne Dizon, Tex Ritter, Troels Adrian.
- **Abstain (1):** Anthony Taula-Lieras

V. Inclusionary Strategies

- Presented by Richard Dana, *Community Strong Strategies*
- We’ve talked a lot about inclusionary strategies – an inclusionary community has to include those strategies to be sure that all community members can access these opportunities, including those who have historically been left behind. As we’re moving forward collectively, one thing to be aware of – as we’re thinking about developing our equity framework, we would also like to have an Ad Hoc Committee surrounding this, as your voices will be really important during this phase.
- Inclusionary Strategies – from our research, the areas for us to focus on, the elements we need to address for equity and inclusion to occur: Workforce Development, Childcare, Transportation, Housing and Outreach & Awareness.
- Data to Decisions – Inclusionary Strategies



- Anthony Taula-Lieras (summarized): Did these five strategies come from the first round of Leadership Council meetings or were they recommendations from City GPS or CSS? How did they come about? Also, I'm curious if one of the inclusionary strategies I'd suggest is making our approach explicitly focused on race. I'm thinking about how much funding each sub-region would get and the impact it would have. It feels crucial to be really targeted and clear. Other discussions haven't been as demographic-focused, so I'm wondering if we should emphasize that our strategy needs to explicitly address race as we move forward.
 - Richard Dana (summarized): Absolutely. As we delve into each of these areas, it's crucial to highlight populations that have been historically overlooked and have faced unequal opportunities, including those affected by policy decisions. Race certainly falls into that category. We need to establish foundational sections or categories where we can begin, and integrate the topics you mentioned into each of these areas. Does that address your concerns?

- Anthony Taula-Lieras: It does. But I almost feel like, if you're not race explicit and giving it with the same importance as anything else that we talk about and get more visibility, it can get lost. I hear that we will get to it, we'll understand and do further data. But I feel like if we're leading an equity, we have to have all this like front loaded more so that we understand it and are grounded in it when we're making every single decision along the way. If not, it feels like it's a secondary priority.
- Richard Dana: To answer the second part of your question, GPS did provide us with data around specific areas, things that you could analyze a cost analysis around childcare, transportation and housing, for example. Simultaneously with our sub region hubs, they did a lot of community outreach and community meetings, and did their own interview process to determine the barriers that folks were facing on the ground level when it came to either obtaining or maintaining employment quality, job employment. These areas were what rose to the top when we combine them, looking at the data analysis. These are the 5 areas that have sat at the top from the beginning. There are some that, for example, workforce development, outreach and awareness that our sub region hubs added to the list as we moved forward.
- Elisa Herrera (summarized): I just want to make sure we're focusing on educating employers as part of our outreach efforts. It's been too common that initiatives talk about marginalized groups, but if employers aren't aware or educated, we might place people in jobs where they face discrimination or aren't supported to thrive. It's crucial that employers understand the challenges faced by people of color and marginalized communities and why this work is necessary for real change.
 - Richard Dana: A really great comment. Thank you for bringing that up.
- **Voting on the Inclusionary Strategies - Action Required**

In the chat – please type and submit one of the following:

 - **Oppose (0)**
 - **Can Live With (10):** Adelita Serena, Anthony Taula-Lieras, Dr. Nkiruka C. Ohaegbu, Elisa Herrera, Jason Buckingham, Jeremy Brown, Malaki Amen, Paul Bancroft, Volma Volcy, William Walker
 - William Walker noted: Can live with it. maybe add an Education component to Outreach and Awareness
 - Elisa Herrera: can live with. with Ad-Hoc committee insights included.
 - Malaki Amen: I can live with this. with the caveat to drill down further and be intentional about how equity will be weaved into the framework.
 - **Support (15):** Adam Wilson, Cameron Law, Christy Jewell, Crystal Bethke, Danzell Nunsuch, Devin Middlebrook, Ivory Watts, Jenny Hatch, Kimberly Parker, Lindsey Nitta, Rana Ghadban, Robert Bendorf, Suzanne Dizon, Tex Ritter, Troels Adrian
 - **Abstain (0)**

VI. Public Comments

- Presented by Richard Dana, *Community Strong Strategies*
- No public comments at this time

VII. Questions, Next Steps & Closing

- Evan Schmidt began final remarks
- A couple of upcoming events to note:
 - Want to highlight a We Prosper Together Collaborative Meeting – June 25, 2024.
2:00 pm – 4:00 pm. Virtual, via Zoom
 - CA Economic Summit – October 8-10, in Sacramento, CA. - [Link to the event](#)
- Thank you! We truly appreciate your patience and active participation as we navigated through numerous topics today. Our team is eager to concentrate on the decisions we've reached to propel us forward. These decisions are crucial building blocks as we progress towards preparing the RFPs. Your thoughtful engagement and feedback have given me great confidence in our direction. This framework is just the beginning, and I am excited about what lies ahead!

I. [Meeting Adjourned]