

**CAPITAL REGION**

**CALIFORNIA JOBS FIRST (CERF)**

Sacramento/Yolo Subregion Committee Meeting

**November 15, 2023**





# Welcome

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**Kiara Reed**

Executive Director  
Civic Thread

# General Housekeeping for Hybrid Meetings:

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## **Requests for People Joining In Person**

1. Please sit as close as possible to the front of the room.
2. Please raise your hand if you would like to make a comment.
3. Please project your voice or approach the OWL (if appropriate) when speaking so that those participating virtually can hear and see you

## **Requests for People Joining Virtually:**

1. We have a second projector in the library. Please have your cameras on so that folks in the physical space can see the virtual participants.
2. Use headphones with a microphone for best audio.
3. If you have a question, please type in the Chatbox.

# California Jobs First (CERF)

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The California Jobs First (CERF) is a new approach to economic development that seeks to center disadvantaged communities as part of California's transition to a clean energy, carbon neutral economy, creating good-paying jobs and prosperous communities for all.

# What are we doing here?

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What is the goal/outcome of the CA Jobs First project? How will this feedback be utilized?

## The goal?

California Jobs First will support **economic development plans** to create equitable access to **high quality jobs**.

## The outcome?

For all regions to have a portfolio of projects that adhere to the program's core values and are designed to attract further investment.

## How will the input be used?

Input will directly inform the process to identify projects, and ultimately the projects that are put into the portfolio.

# What is a “High Quality” job?

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- Pays a livable wage
- Provides health insurance benefits
- Allows for career advancement
- Does not do harm to employees or the environment

## Food for thought:

*What does a “high quality” job look like in your community?*

# Sacramento/Yolo Subregional Partner Leads

## BUSINESS OUTREACH LEAD ORGANIZATION:



**Pat Fong Kushida**  
President & CEO  
Sacramento Asian Pacific Chamber  
of Commerce



**Anette Smith**  
CA Jobs First (CERF) Sacramento/Yolo  
Community Manager  
Sacramento Asian Pacific Chamber of  
Commerce  
[asmith@calasiancc.org](mailto:asmith@calasiancc.org)

## COMMUNITY OUTREACH LEAD ORGANIZATION:



**Kiara Reed**  
Executive Director  
Civic Thread



**Kathryn Canepa**  
CA Jobs First (CERF) Sacramento/Yolo  
Program Lead  
Civic Thread  
[kcanepa@civicthread.org](mailto:kcanepa@civicthread.org)



# Meeting Agenda:

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1. High Level Recap from the October Kick Off Meeting
2. Initial Research Findings
3. Discussion & Group Breakout Sessions
4. Additional Information & Next Steps



**HIGH LEVEL RECAP  
(FROM THE OCTOBER  
25TH MEETING)**

# October 25th Meeting Recap

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## Key themes we heard:

- Economic resilience must first center around meeting basic needs
- There is a great need for workforce development programs, but often what exists does not match up with the needs in the labor market
- Paid opportunities for youth are critical
- To ensure accessibility in planning efforts, you must value people's time and meet them where they are at
- Rural communities are underrepresented and must not be excluded
- Community context and assets are important to consider when conducting economic/workforce development initiatives



[Notes](#)



[Slides](#)

**CITIES GPS  
REGIONAL ECONOMIC  
ANALYSIS:  
INITIAL FINDINGS**



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**Evan Schmidt**  
CEO  
Valley Vision

# Role of Research

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1

**Help determine our  
region's  
opportunity  
landscape**

2

**Provides data as one  
of multiple inputs  
for decision-making**

# The region's economy proved resilient through the pandemic and recovery

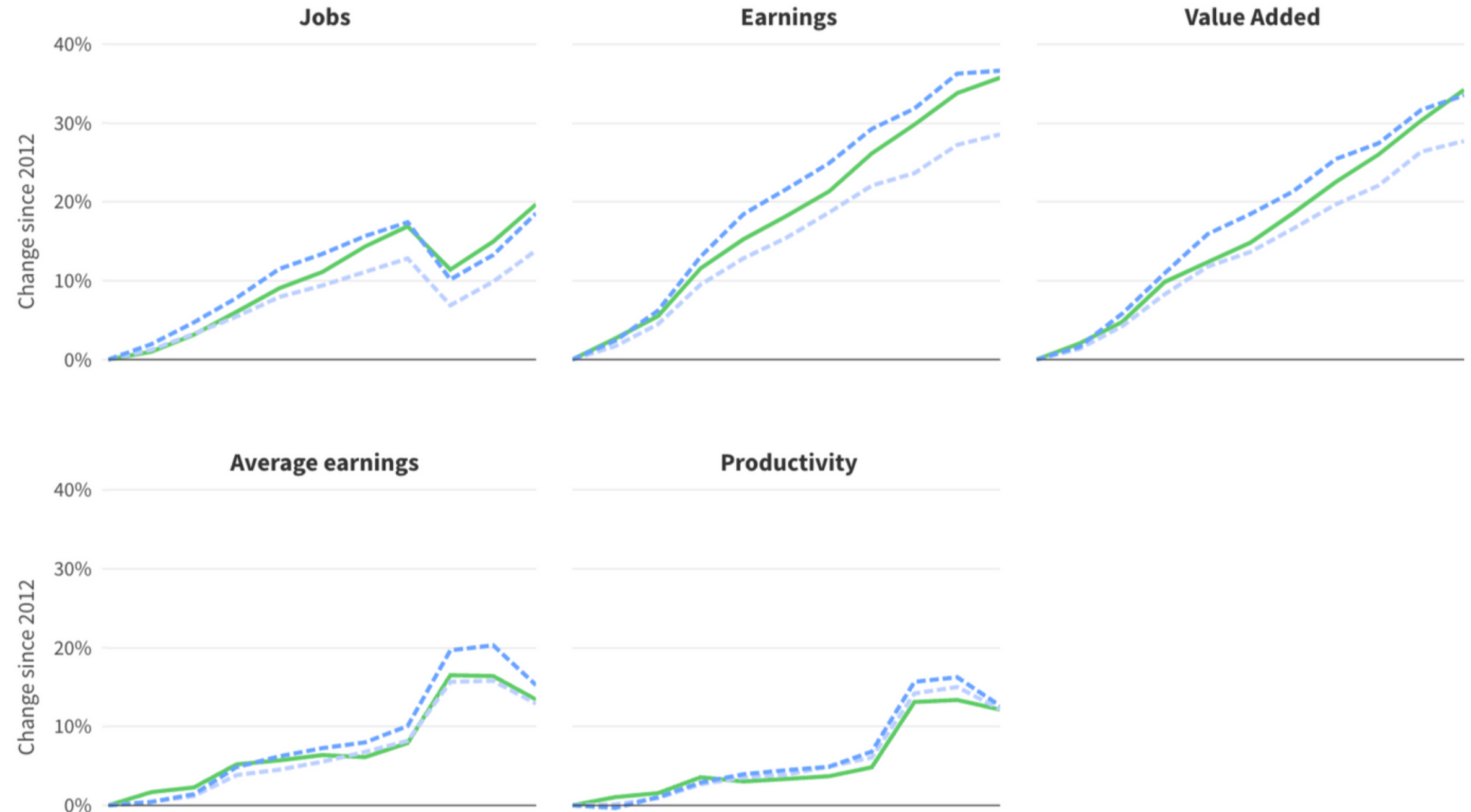
- **The Capital region saw better-than-expected economic performance through the pandemic and recovery.** In 2014, the region's economy began to meaningfully outperform that of the U.S., though it trailed that of California slightly. The pandemic-era recession of 2020 affected the Capital region less severely and the region experienced a stronger recovery relative to state and national benchmarks.
- **This performance over time has been powered by the region's suburban subregions.** El Dorado, Placer, Sutter, and Yuba Counties saw the most dramatic growth and resilience during this period. The largest subregion -- Sacramento and Yolo Counties -- outperformed the U.S. but lagged California on most measures during the recession and recovery.
- **These trends look different for tradable versus local-serving industries.** Performance in the Capital region's tradable industries has lagged benchmarks since almost the beginning of the period of analysis. These industries experienced severe recessions in line with national and state benchmarks but also saw stronger recoveries. By contrast, local-serving industries outperformed benchmarks from the beginning of the period and have proven more resilient.

## Expected versus actual economic growth over time in the Capital region, 2012 – 2022\*

Expected change in the region based on national or state macroeconomic and industry trends versus the actual, measured change

Select a sector or industry: **Total, all industries** ▼

Actual U.S. expected CA expected



Source: Brookings and Cities GPS analysis of Lightcast estimates.  
\*Using dynamic shift-share analysis to reduce sensitivity to choice of start year and inter-year shifts.

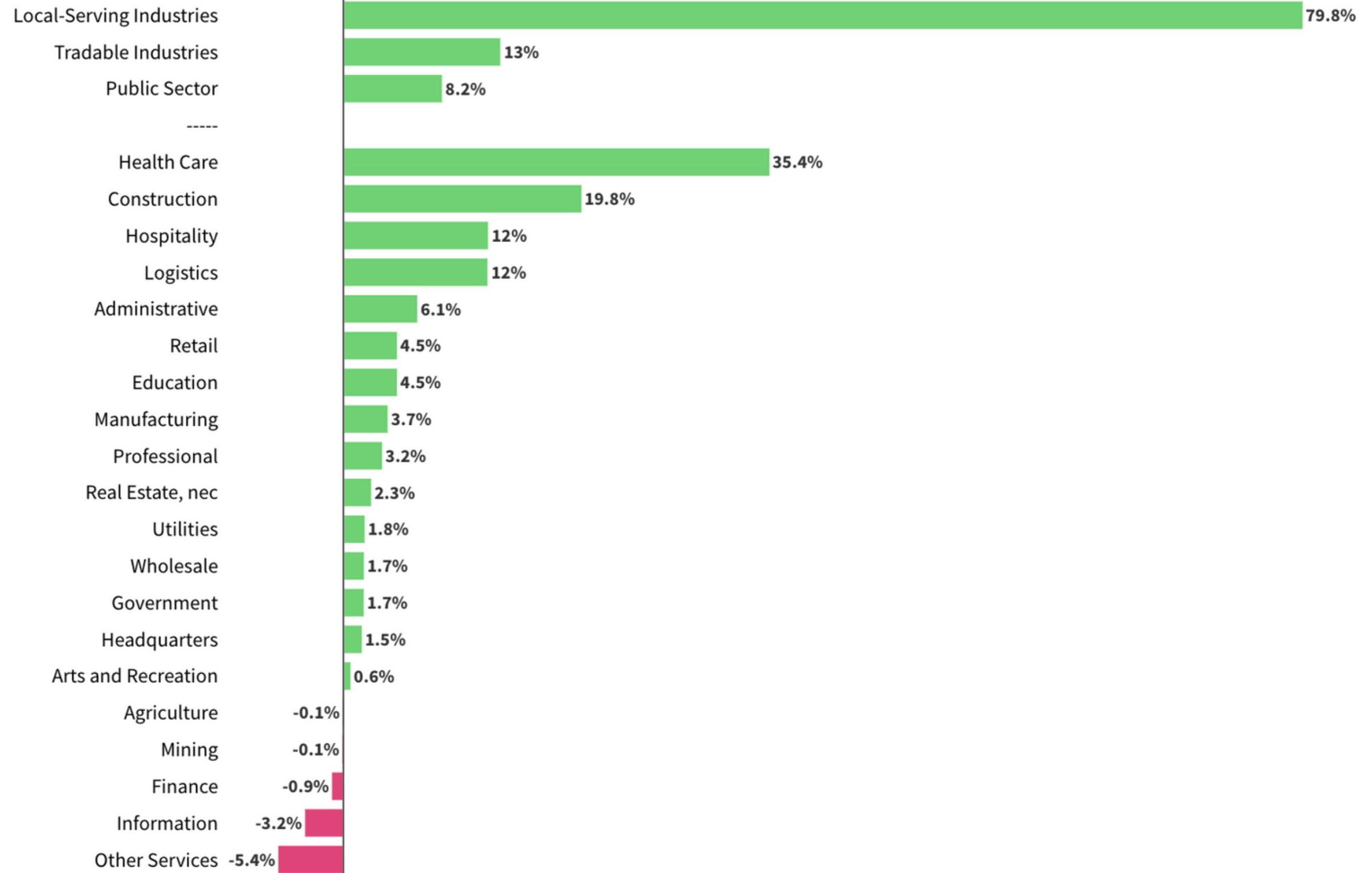
# Local-serving industries have fueled most of the region's job growth since 2012



## Actual share of employment growth by industry in the Capital Region 2012 – 2022\*

Select geography:

- **Disproportionate gains in employment share can be found in local-serving industries, serving as the Capital Region's economic backbone.** Job growth for tradable industries and the public sector varies throughout the region, but major employment gains in local-serving industries are a key driver of the region's economic development.
- **Most industries experienced positive overall growth.** The majority of industries contributed to employment growth throughout the region. Key contributors for the region and its subregion include health care, construction, hospitality, and logistics.
- **Information struggles throughout the region.** For the entire region and its county subregions, the information industry produced negative growth for employment share. Ultimately, this failed to limit overall development, as its impact reached a maximum extent of -3.2% in Sacramento and Yolo counties.

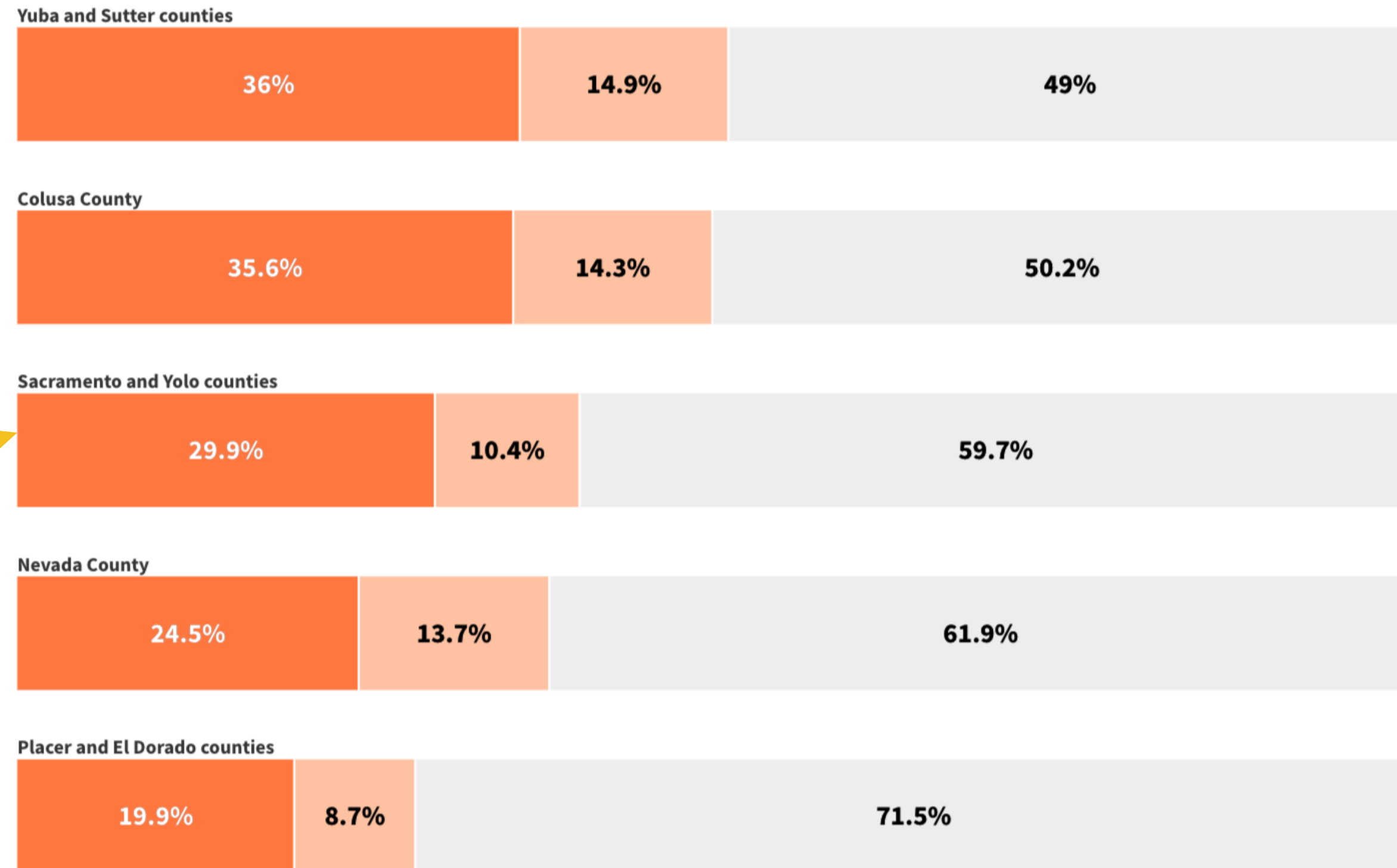


# Share of population in families that struggles to make ends meet

Members of families whose non-transfer income fell short of the self-sufficiency standard

Select year: 2021

Struggling working families Struggling non-working families Non-struggling families



But families are struggling to make ends meet.

Nearly **40%** of residents in Sacramento and Yolo Counties belong to families whose income does not cover basic costs.

Of that group, most residents belong to families with at least 1 adult worker.



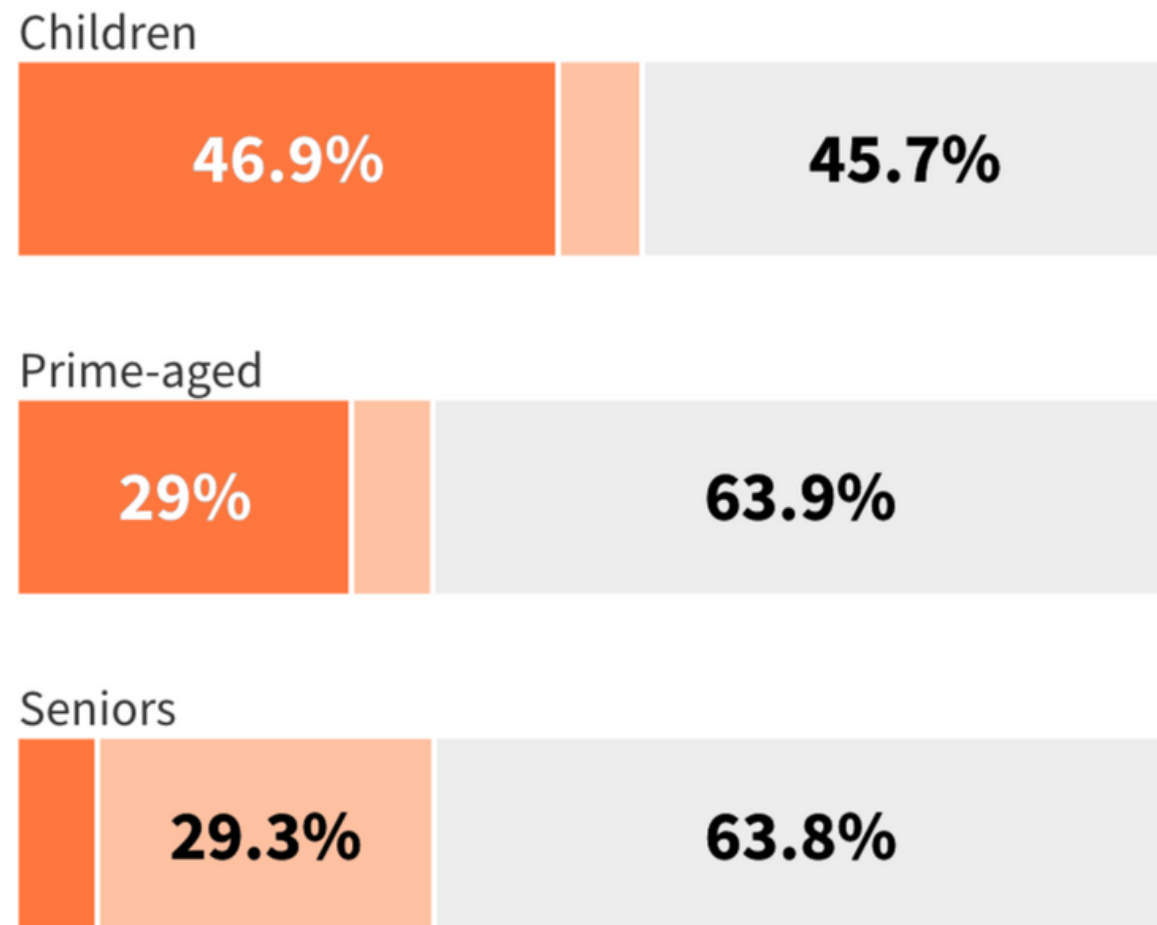
# Share of population in families that struggle to make ends meet, by age group

Members of families whose non-transfer income fell short of the self-sufficiency standard

Select year: **2021** ▼

■ Struggling working families ■ Struggling non-working families ■ Non-struggling families

## ★ Sacramento and Yolo counties



In Sacramento and Yolo Counties, children represent the largest age group living in struggling or “striving” families.

Helping workers heading struggling families with children find quality, family-sustaining jobs is key to addressing this long term challenge.

# Large portions of struggling workers are young, mid-skilled, and people of color



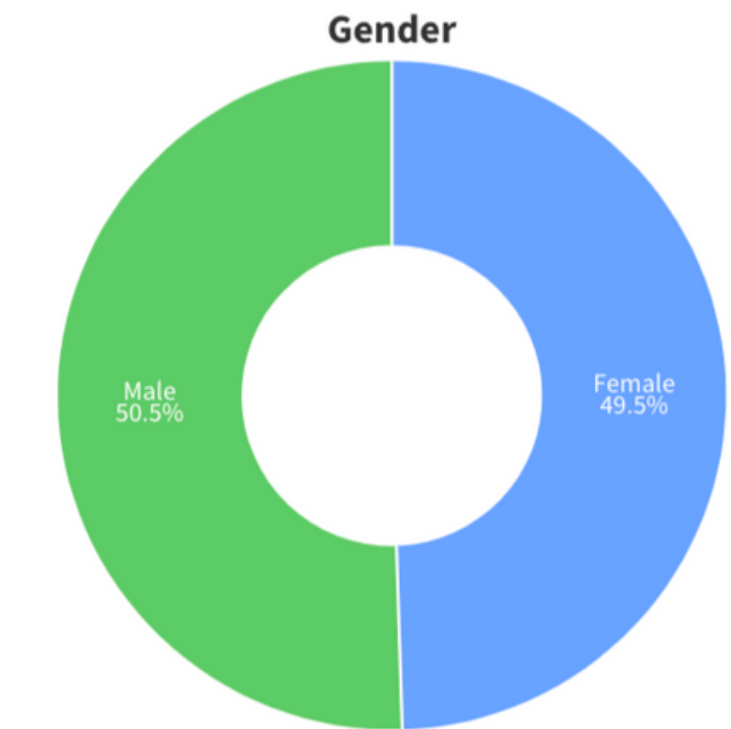
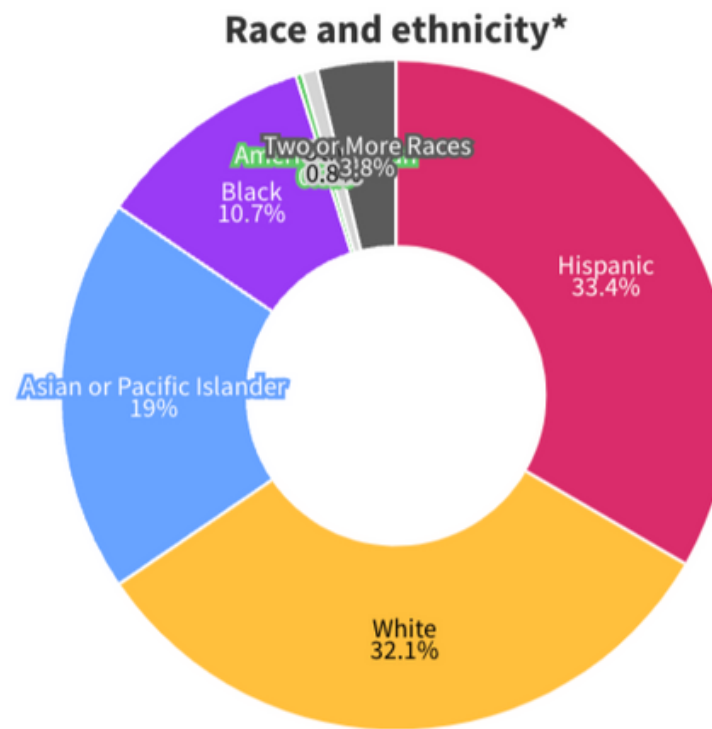
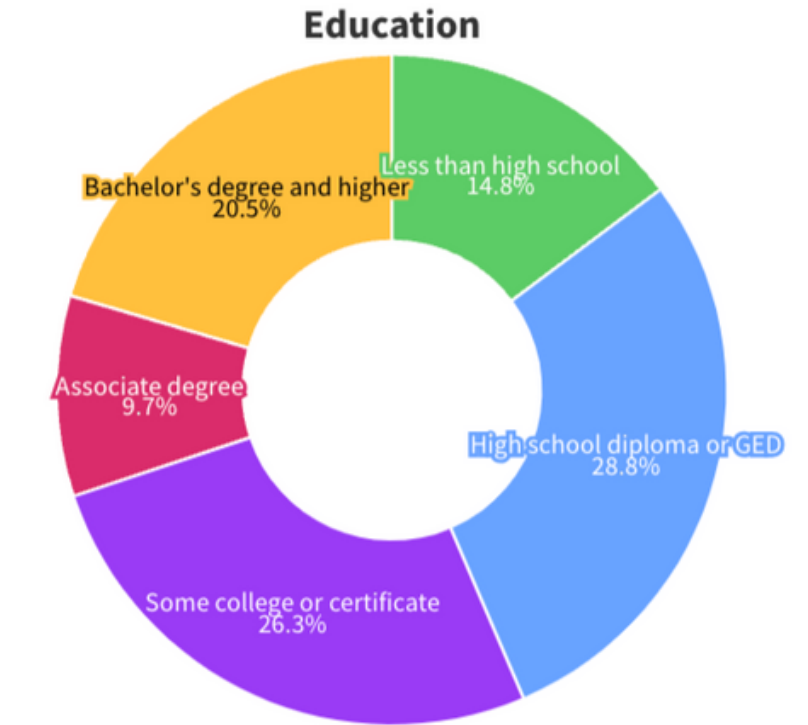
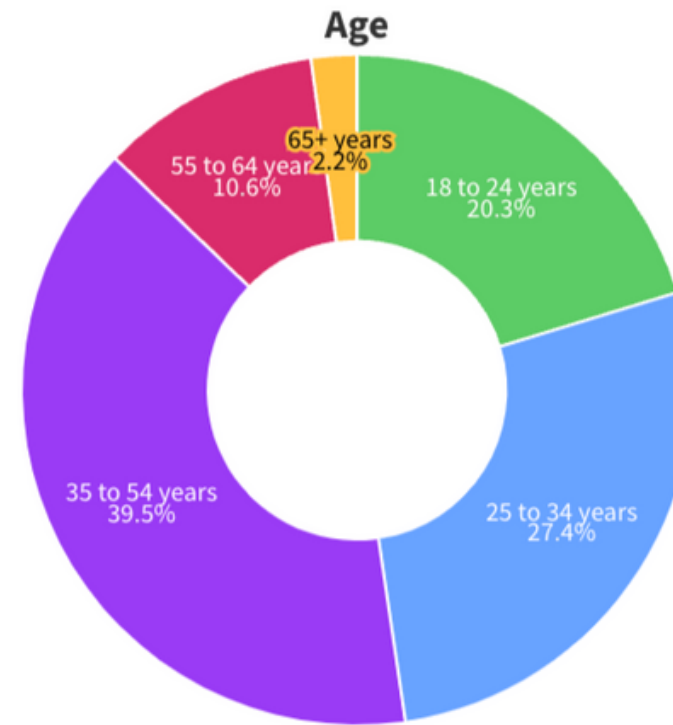
## Share of all workers that that struggle to make ends meet by group

Adults in labor force who belong to families whose non-transfer income fell short of the self-sufficiency standard

Select geography: Sacramento and Yolo counties

Select year: 2021

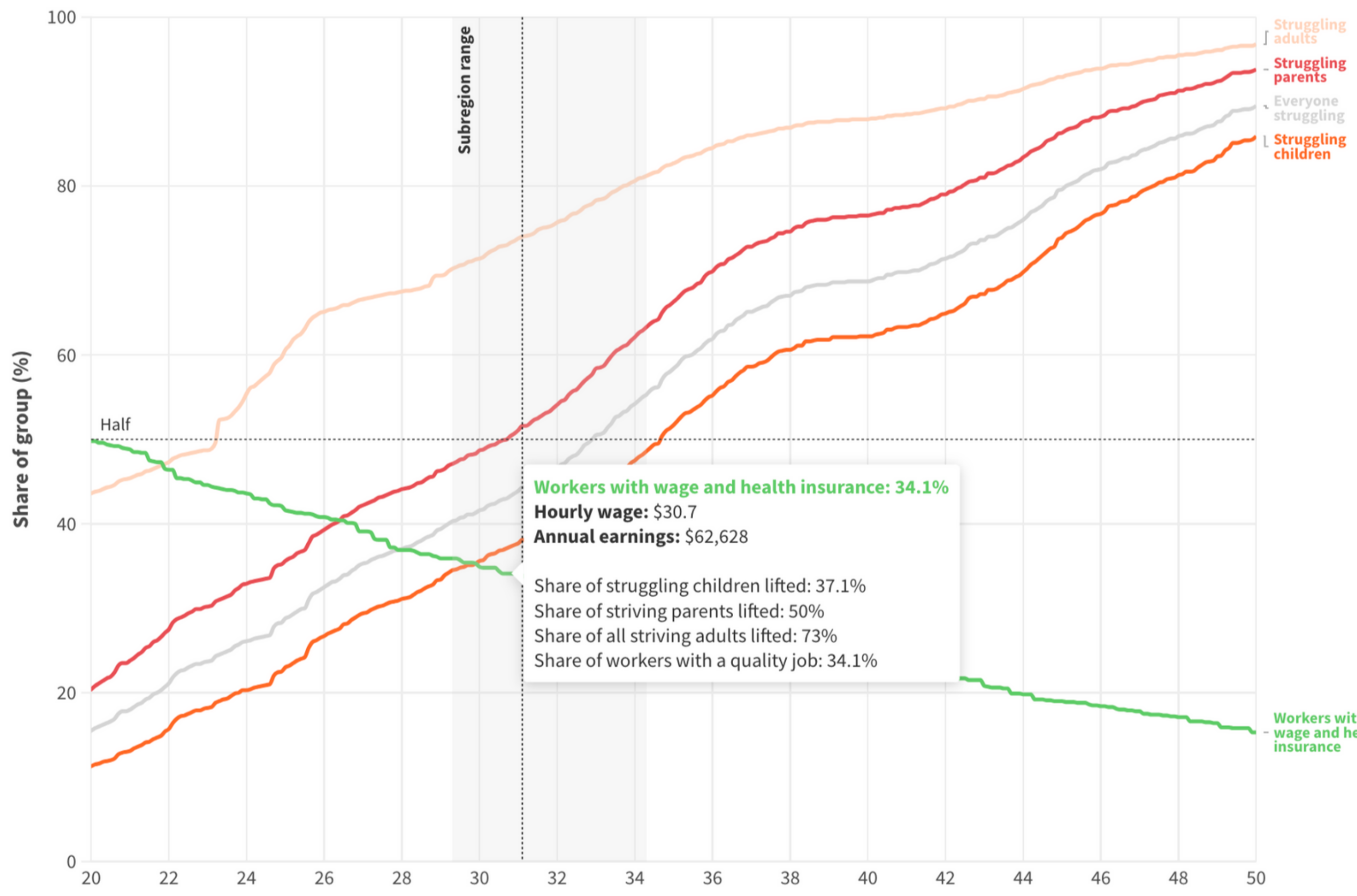
- **As much as two-thirds of struggling adults are at an age when many adults start or are actively raising a family.** This point underscores how high costs of living combined with too few well-paid jobs can impede household formation, delay choices to start families, and limit parents' ability to provide the resources that will help their kids thrive.
- **Close to 40% of struggling workers have some post-secondary education less than a bachelor's degree.** Additionally, almost 30% have a high school diploma or equivalency. These are workers with education and skills that should enable them to find well-paid work.
- **Over half of struggling workers are people of color.** Because so many struggling workers are parents of a majority of the region's children, helping struggling workers get ahead is not only about addressing current racial disparities but also preventing future ones.
- **A slightly larger portion of struggling workers are men** because in struggling families men participate in the labor force at a higher rate than women, who may assume caretaking responsibilities for children or differently abled adult family members.



Source: Brookings and Cities GPS analysis of University of Washington Sufficiency Standard and American Community Survey 1-year public-use microdata sample, 2019 – 2021.

# Share of population that would be "self-sufficient" at each wage level

Select geography: **Sacramento and Yolo counties** ▼



## Striving families need high earnings to be self-sufficient in Sacramento and Yolo Counties.

Making half of Sacramento and Yolo Counties' struggling parents self-sufficient would require a wage of \$30.70 per hour or \$62,628 per year, on average.

# Identifying “Quality Jobs” in the Capital Region

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## “QUALITY JOBS”

- Pay a livable wage on an annualized basis while accumulating some savings to get ahead, based on family composition and a localized set of basic living expenses
- Provide employer-sponsored health insurance (a proxy for employee benefits)
- Afford stability in retaining or leading to another good job in the future

## “PROMISING JOBS”

- “Promising jobs” do not meet all the quality job criteria, but provide career pathways leading most workers to a good job within 10 years.
- For example, this recognizes that entry-level work often cannot meet all needs, but some positions enable people to progress based on acquisition of new skills and experience.

## “OTHER JOBS”

- Do not qualify as good or promising

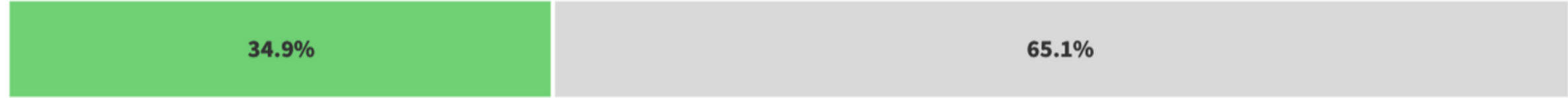
*\*These definitions are from Cities GPS.*

# About one in three of the Capital region's jobs are good jobs

## Share of jobs that are quality jobs in the Capital region

Good Jobs Other Jobs

### Capital Region Total



### Sacramento and Yolo Counties



### Placer and El Dorado Counties



### Yuba and Sutter Counties



### Nevada County



### Colusa County



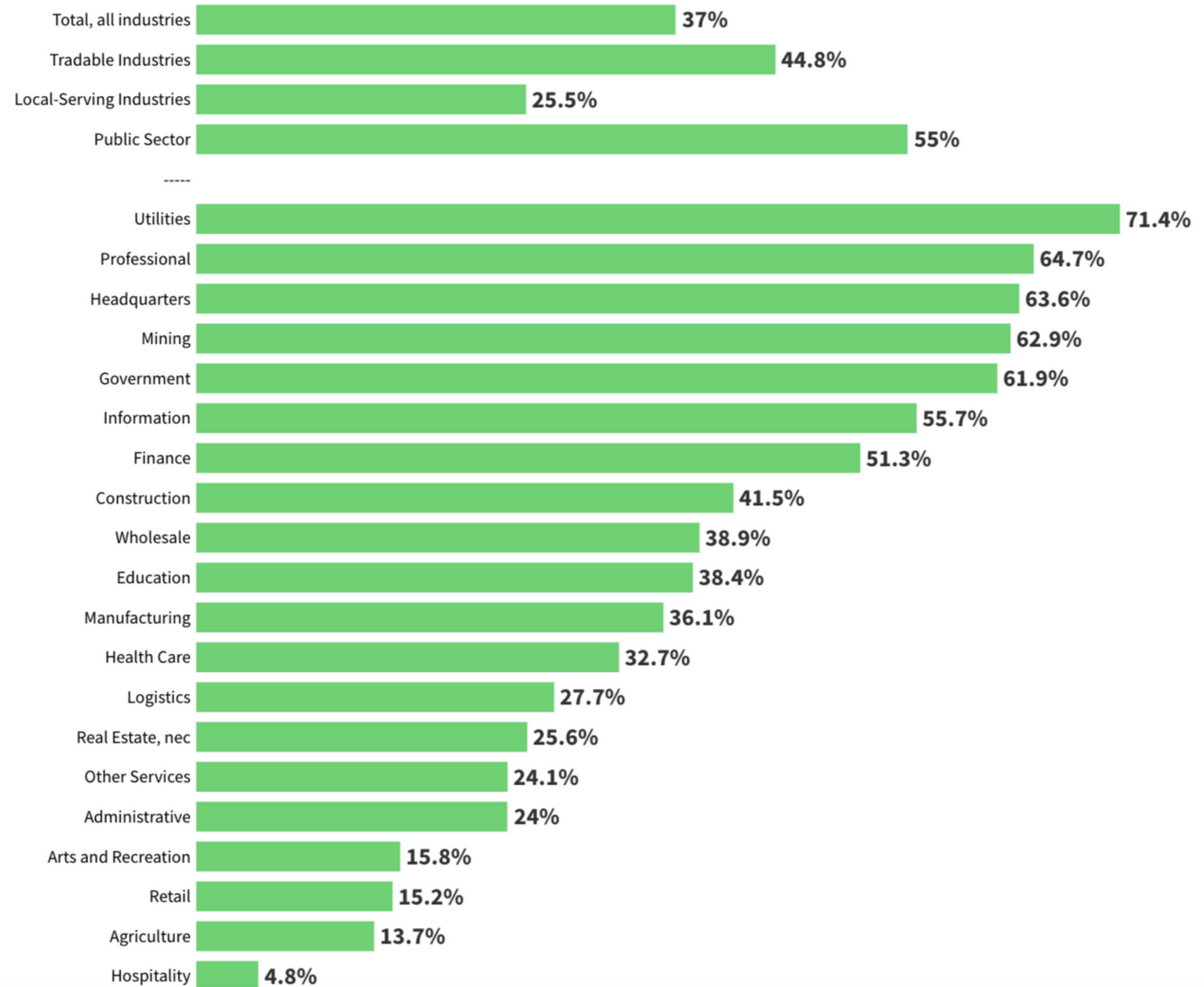
Source: Brookings and Cities GPS analysis of Lightcast estimates and American Community Survey 1-year public-use microdata sample.

# Some industries concentrate quality jobs while in others quality jobs are scarce



## Share of quality jobs among the Capital region's industries

Select geography:



# DISCUSSION & BREAKOUT SESSIONS

# Session Facilitators

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**Maikhou Thao**  
Everyday Impact Consulting



**Faith McKinnie**  
Black Artist Foundry



**Renee John**  
Valley Vision



# Breakout Questions

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## **Prompt #1: Understanding Community Needs**

- Does the research presented reflect what is happening in your community? (be specific about why or why not)
- What do you believe are the most pressing issues or needs in our community?

## **Prompt #2: Expectations and Goals**

- What outcomes or goals would you like to see achieved through this process?
- What would make this initiative a success for you personally or for your organization?

# ADDITIONAL INFORMATION

# Key Meeting Dates for the Sacramento/Yolo Subregion

## **Business Growth Convening:**

- **November 29, 2023**
- 10:00 to 11:00 AM
- Virtual



## **Next Subregional Committee Meeting Date:**

- **January 24th, 2024** (5:30 to 7:30 pm)
- West Sacramento Community Center

# Follow-ups & Next Steps

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[Compensation Guidelines](#)

# Staying Connected in the Sacramento/Yolo Subregion!

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## **BUSINESS OUTREACH LEAD:**



**Anette Smith**  
**CA Jobs First (CERF) Sacramento/Yolo  
Community Manager**  
Sacramento Asian Pacific Chamber of  
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[asmith@calasiancc.org](mailto:asmith@calasiancc.org)

## **COMMUNITY OUTREACH LEAD:**



**Kathryn Canepa**  
**CA Jobs First (CERF) Sacramento/Yolo  
Program Lead**  
Civic Thread  
[kcanepa@civicthread.org](mailto:kcanepa@civicthread.org)

To contact Valley Vision (the Regional Convener), email [cerf@valleyvision.org](mailto:cerf@valleyvision.org). To subscribe to the Capital Region's CA Jobs First (CERF) newsletter & view additional resources, visit: [\*\*https://bit.ly/SacCERF\*\*](https://bit.ly/SacCERF)

# Survey!

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[Survey Link](#)

Thank you for attending the November Sac/Yolo Subregional Committee meeting. Please complete the survey so we can collect your thoughts!