



# CAPITAL REGION Community Economic Resilience Fund

## Summer of Collective Learning

Webinar 2

July 27, 2023

3:00 p.m. – 5:00 p.m.





# Welcome

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- **Evan Schmidt**
- CEO
- Valley Vision

# Overview: CERF Objectives

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- Support the development of **meaningfully inclusive regional planning processes that produce regional roadmaps for economic development** efforts that prioritize the creation of accessible, high-quality jobs in sustainable industries.
- Invest in projects proposed by regional planning tables that align with regional strategies and meet criteria for **equity, job quality, and sustainability**, among others.
- Align and leverage state investments (e.g., High Road Training Partnerships, community capacity building programs), federal investments (e.g., Infrastructure Investment and Jobs Act), and philanthropic and private-sector investments in regions to **maximize economic development efforts**.



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**Jose Bodipo-Memba**  
Chief Diversity Officer  
Sacramento Municipal  
Utility District (SMUD)





# Innovative Projects Advancing CERF

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**Tonya Dowse**  
Executive Director,  
Siskiyou Economic  
Development Council



**Sam Greenlee**, Executive  
Director, Alchemist



**Coreen Campos**,  
Vice President of Impact &  
Resource Development,  
United Way Fresno and  
Madera Counties



United Way Fresno  
and Madera Counties

# Capital Region CERF Update: Data Collection

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**Marek Gootman,**  
Senior Fellow

**BROOKINGS**

# CERF ENVISIONS AN ITERATIVE RESEARCH / DISCOVERY PROCESS

Organizing

Discovery

Strategy and Governance

Implementation

**Phase 1A** | Milestone Status Update to State  
*Due August 31, 2023*

- Present the research/analysis work plan and approach to complete the State's content requirements;
- Outline the final research report and any products;
- Summarize progress and remaining gaps and show how gaps will be filled;
- Provide the quantitative and qualitative outputs generated thus far;
- Describe the use of research in community engagement efforts; and
- Specify the next steps, with considerations or implications based on the work already undertaken.

**Phase 1B** | Research and Findings Final Report  
*Due December 31, 2023*

Address (and exceed) full complement of State requirements through quantitative and qualitative analysis across categories of:

- Economy and economic development;
- Labor market;
- Industry clusters;
- Climate and environmental impact; and
- Public health.

**Ongoing**

Regular / interim progress briefings to CERF stakeholders to establish a more solid foundation for community interpreting analysis toward strategy choices

# REDEFINING ECONOMIC DEVELOPMENT SUCCESS

## GROWTH



More jobs created and expanded output that increases labor demand and wages, plus young firms that generate greater wealth, employment, and earnings.

## PROSPERITY



More productive firms to grow the economy from within and generate higher-paying jobs, so the region competes on quality versus low wages.

## INCLUSION



Access to opportunities that raise employment and income, enabling residents across all community segments to participate to the fullest of their ability.



# DRIVERS AND ENABLERS OF COMPETITIVENESS



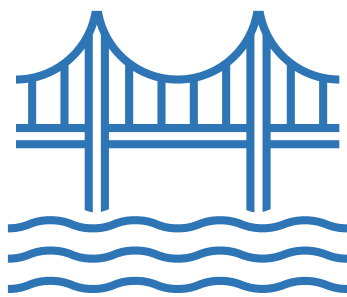
**Traded Sectors & Entrepreneurship**



**Talent**



**Innovation**



**Infrastructure**



**Governance**

*CERF Impact Considerations*



Climate & Environment



Public Health

# FACTORS CAN GUIDE PRIORITIZATION OF REGIONAL OPPORTUNITIES

Traded Sector foundation by value chain vs industry definition

Market demand trends, durability, and competitive niche

Policy environment

Innovation capacities and connections

Talent adjacencies

**JOB QUALITY AND OPPORTUNITY**

Economic multiplier effects

Environmental impact

**COMMUNITY PREFERENCES**

Narrowing economic possibilities to community choices: what is doable to what is desired.

*Climate response is both an industry option and impact factor*

**Identifying Options**

**Making Choices**

# HOW THE CAPITAL REGION IS CONNECTED

**Sub-regions:** Sacramento/Yolo; Yuba/Sutter; Placer/El Dorado; Colusa; Nevada

**Economic similarity measures for contiguous Capital region counties, 2022**

### Industrial Similarity



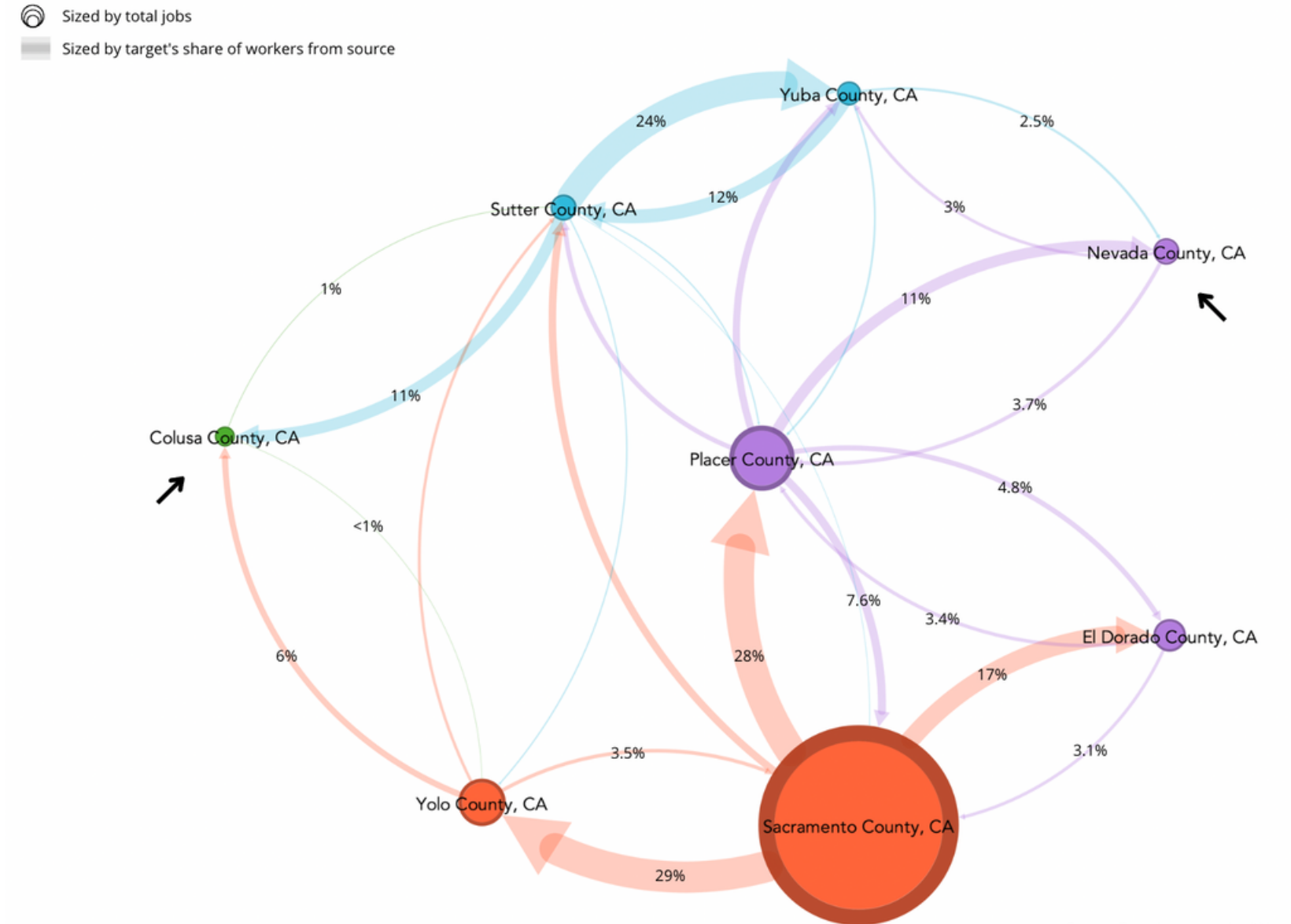
### Occupational Similarity



Note: Similarity is measured as 1 minus the Euclidean distance of shares of employment by detailed industry or occupation, multiplied by 100.  
Source: Brookings analysis of Lightcast estimates.

**Commuting patterns among contiguous Capital region counties, 2022**

Showing share of each county's workers that commute from other adjacent counties in the Capital region



Source: Brookings analysis of Lightcast estimates.



# COMMON TENSIONS IN REGIONAL INCLUSIVE GROWTH INITIATIVES

## **Regional and Local Role Division**

*Differentiating the scale at which the economy works -- bringing economy into communities or connecting residents to the economy -- and nesting what has a comparative advantage if done regionally or locally; distinguishing economic and community development..*

## **Aspiration without Wishful Thinking**

*Setting boundaries for realistic decision-making with shared principles for economic success guided by data over dogma and evidence over expectations..*

## **Demand-side and Supply-side Needs**

*Balancing emphasis between the quality jobs gap and worker / community-focused programs -- recognizing there can be Growth without Inclusion, but not Inclusion without Growth.*

## **Multiple Paths to Improve Job Quality Perceived as Conflicting**

*Recognizing that job creation is essential and complementary to strategies like worker empowerment, public policy and regulation, and cost reduction (e.g. housing), not either-or.*

## **Prioritization among Many Interests**

*Forcing focus and difficult trade-offs to maximize scarce resources and a truly unique position – it is not a strategy if it encompasses everything or the other choice is stupid.*

## **Economic and Workforce System Alignment**

*Syncing both systems for focus on the same sectors and job quality results, despite conflicting requirements and the fact that neither is measured or rewarded for those outcomes.*

## **Evolving Role of Community Engagement**

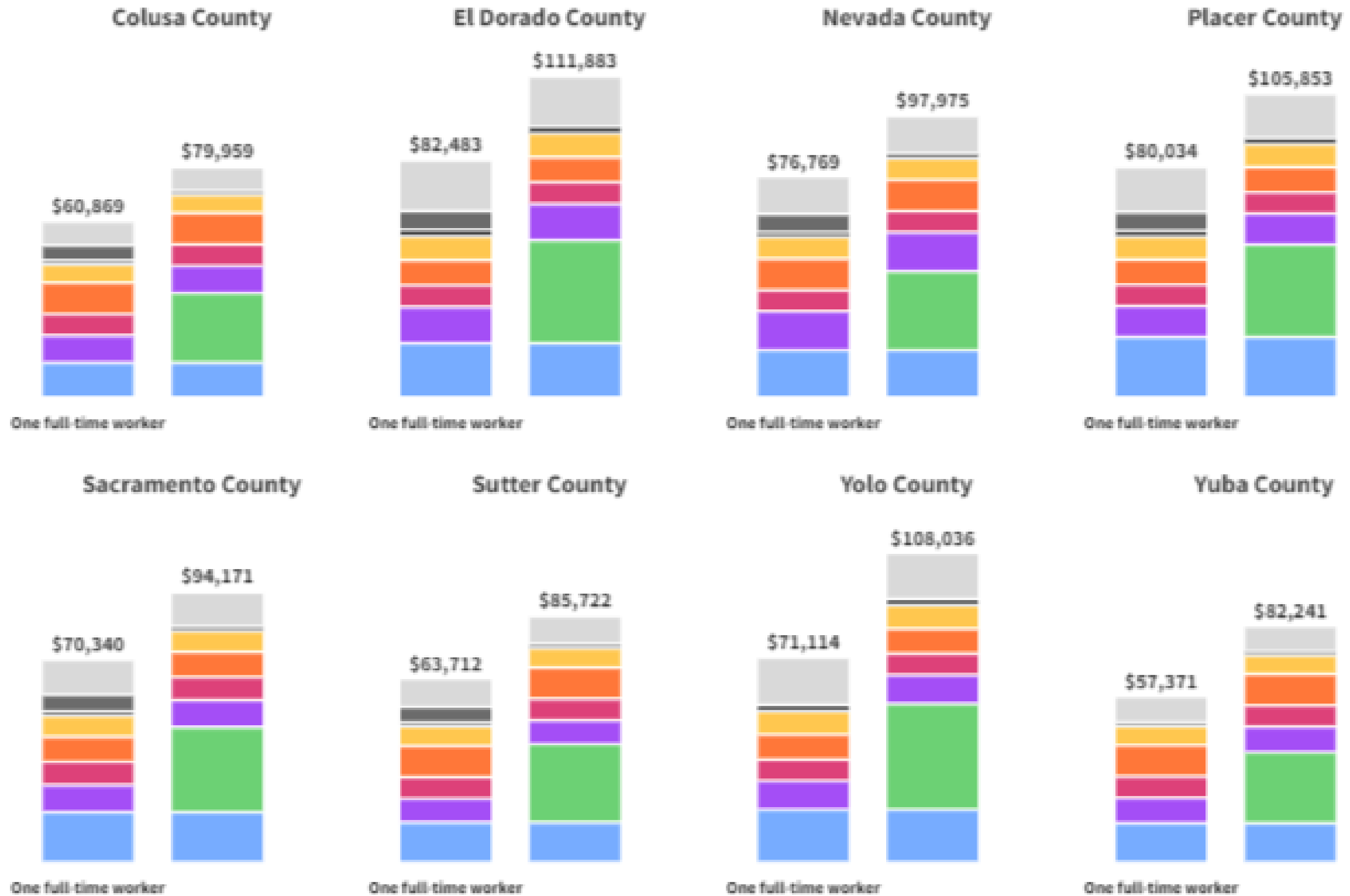
*Addressing variation in efficacy and form of community input at different stages of planning and implementation.*

# COST OF LIVING IMPACT ON AVAILABILITY OF QUALITY JOBS

■ Housing 
 ■ Child Care 
 ■ Food 
 ■ Transportation 
 ■ Health Care 
 ■ Miscellaneous 
 ■ Emergency Savings 
 ■ Retirement Savings 
 ■ Taxes

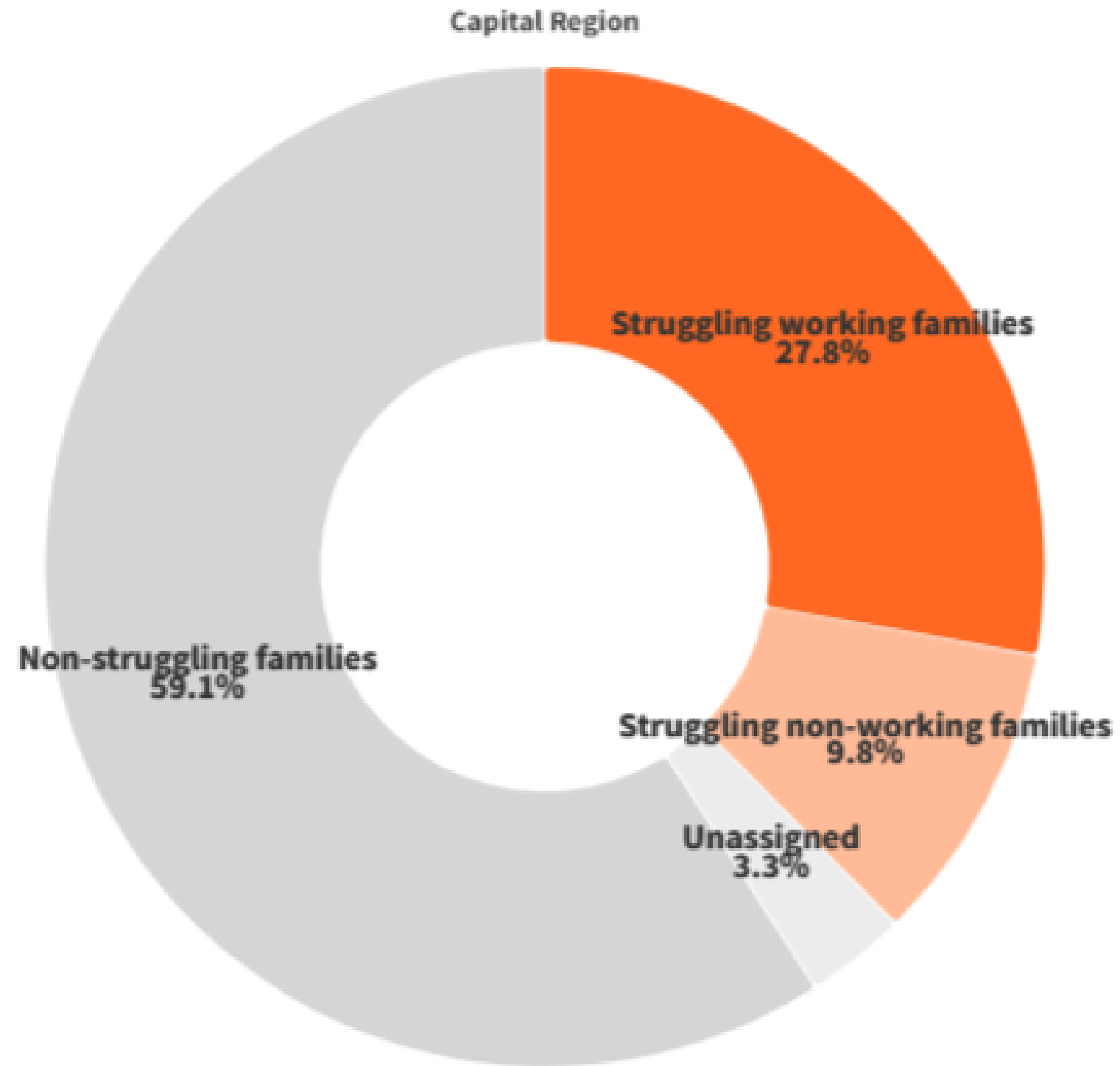
**DRAFT –  
SUBJECT  
TO  
REVISION**

Two adults,  
1 infant,  
1 preschool



# THE REGION IS ABOVE AVERAGE IN WORKING FAMILIES ABLE TO GET AHEAD

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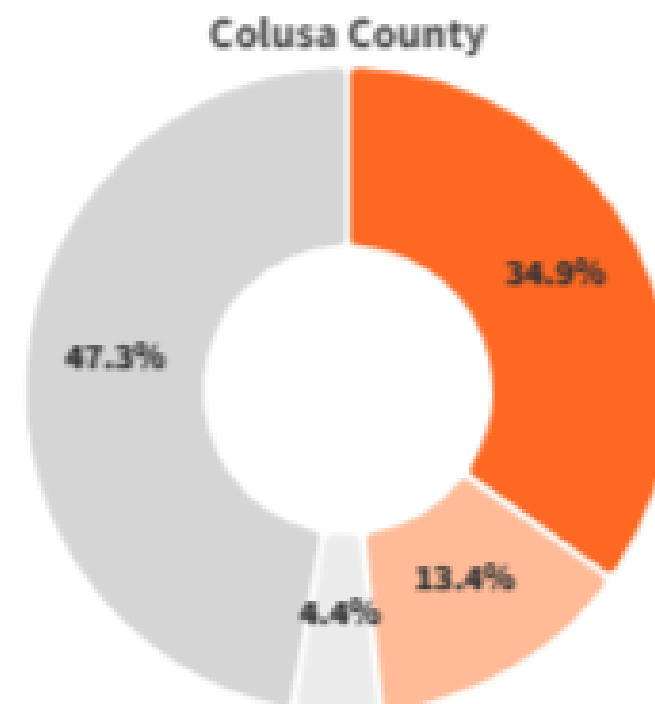
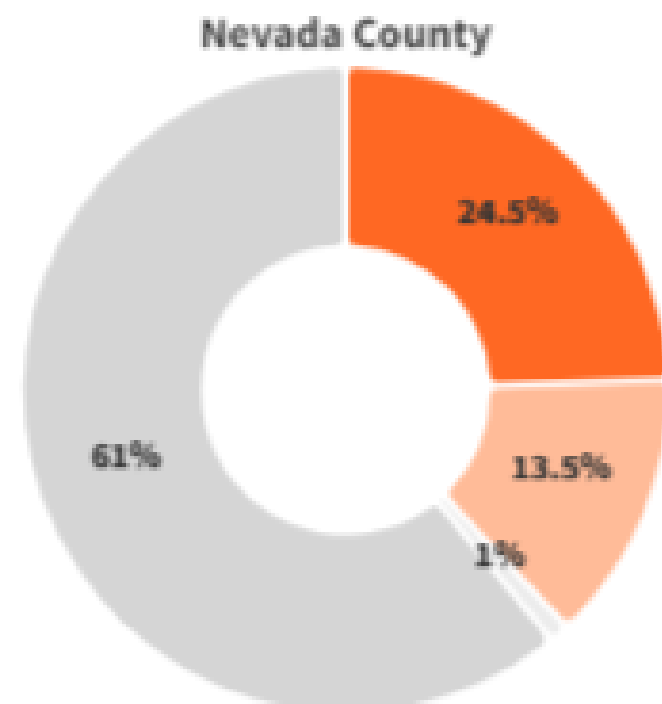
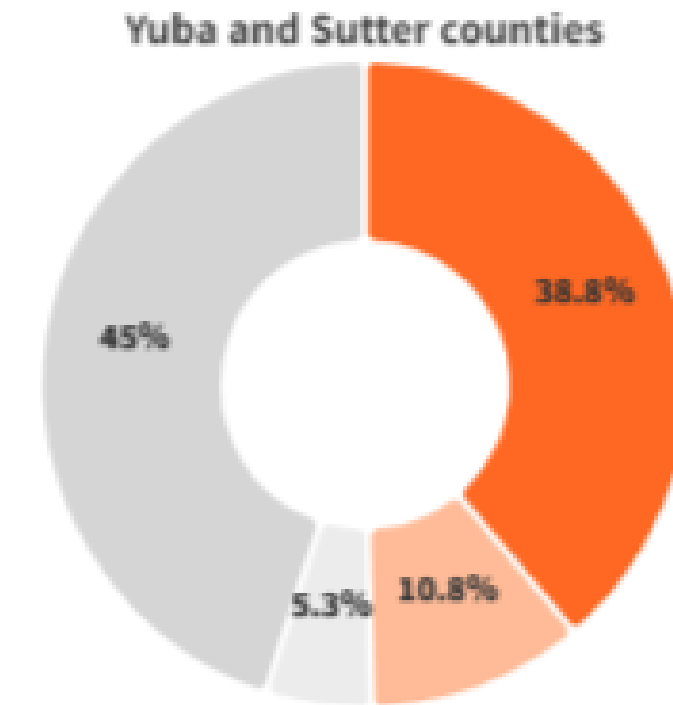
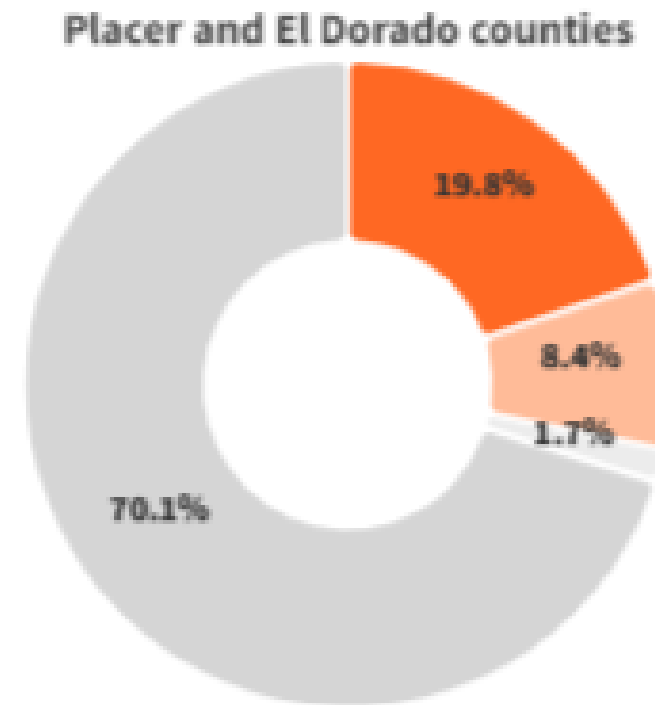
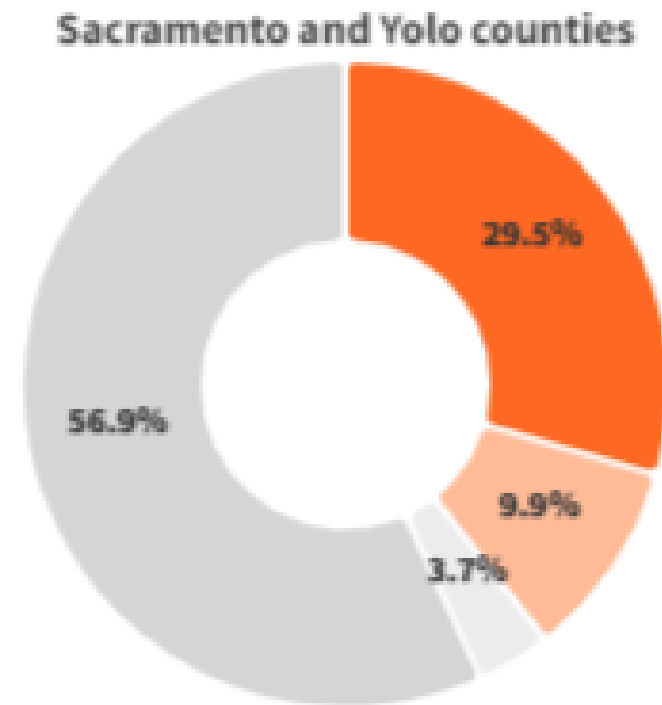




# SUBREGIONS DIFFER IN QUALITY JOBS FOR WORKERS TO GET AHEAD

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

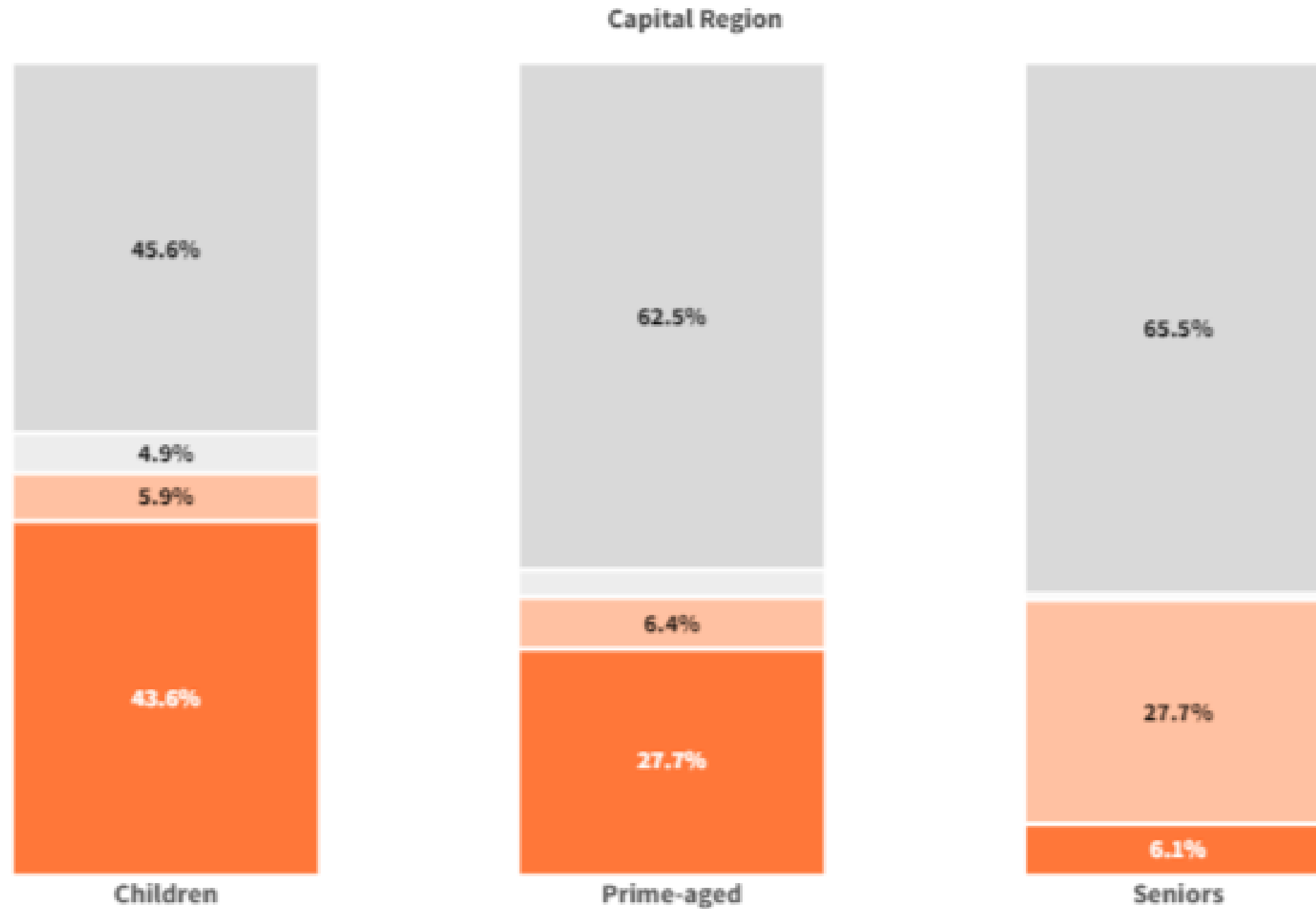
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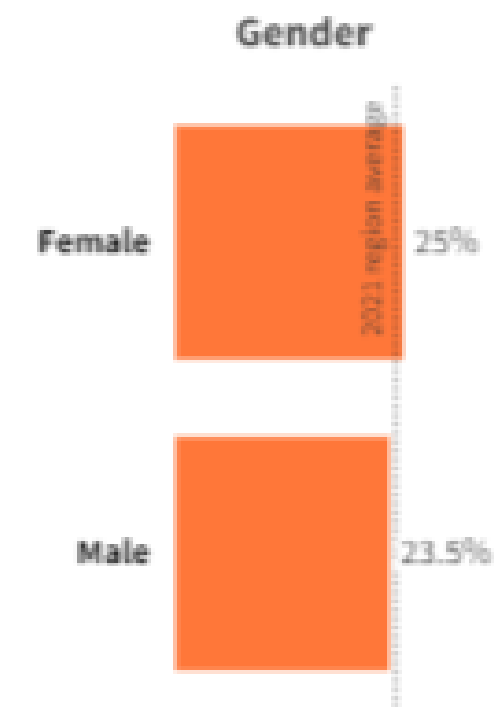
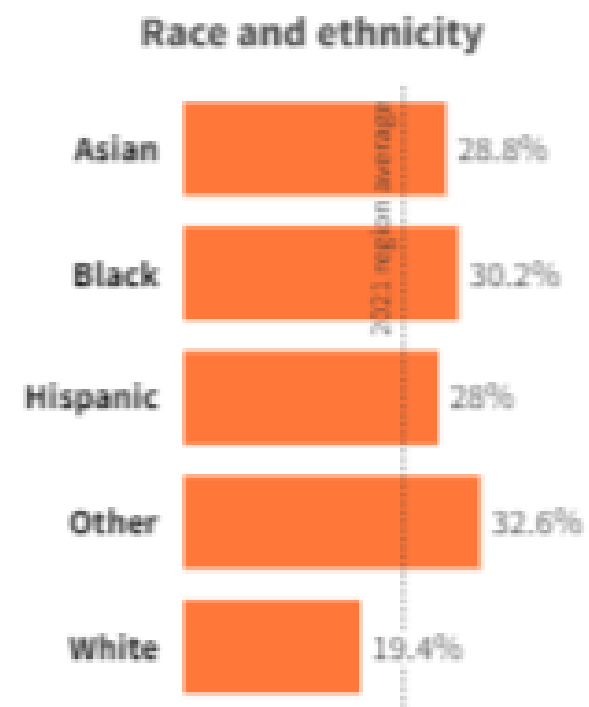
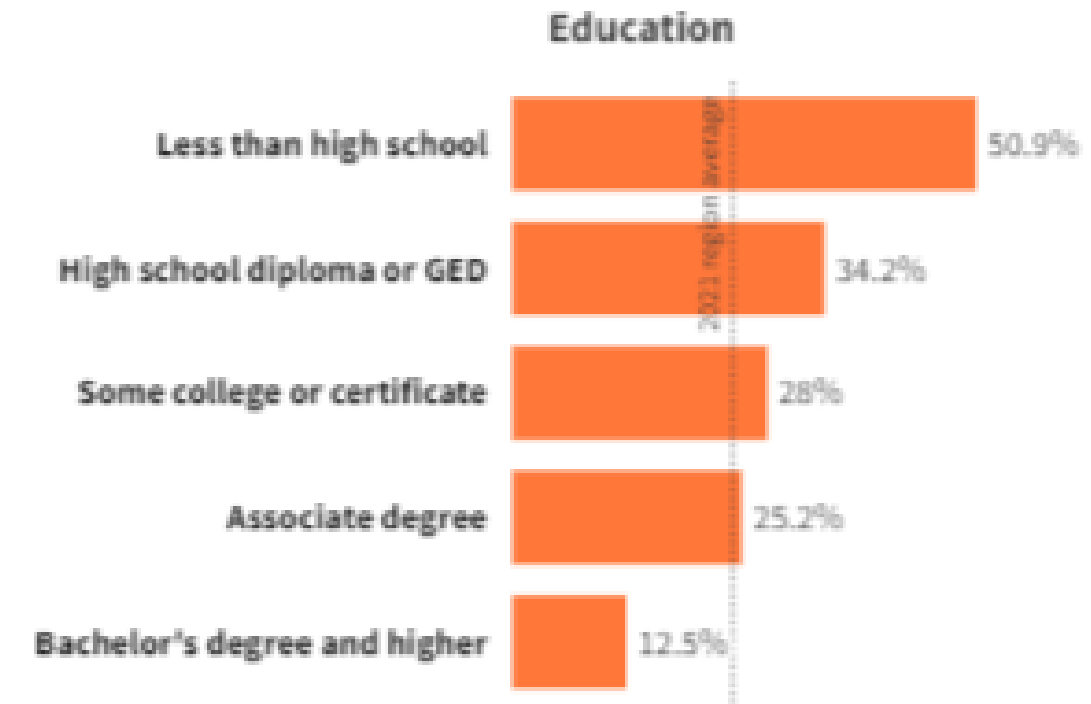
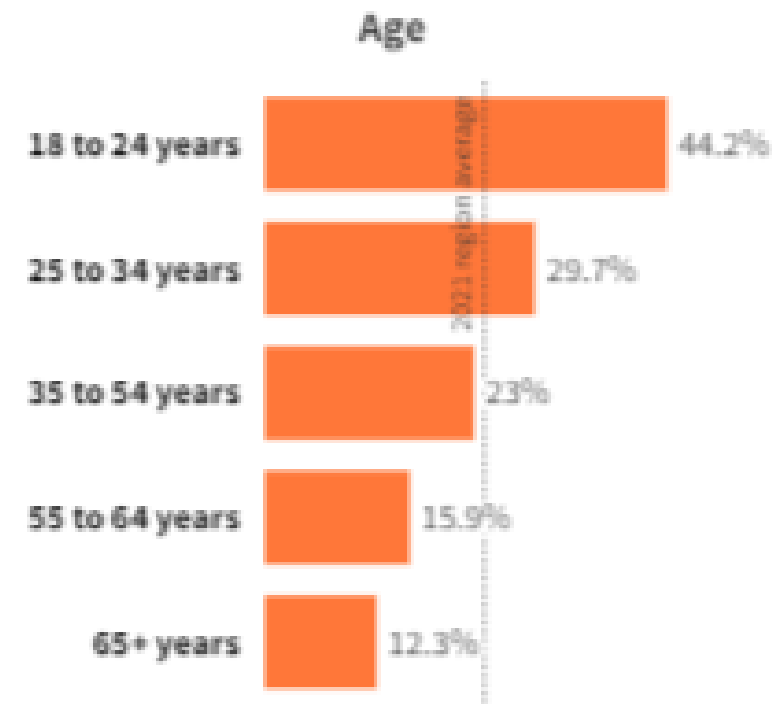
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Subregional differences range from 30% of children in Placer–El Dorado to 56% in Yuba-Sutter..

# DEMOGRAPHICS HELP DISTINGUISH FOCUS FOR QUALITY JOB ACCESS

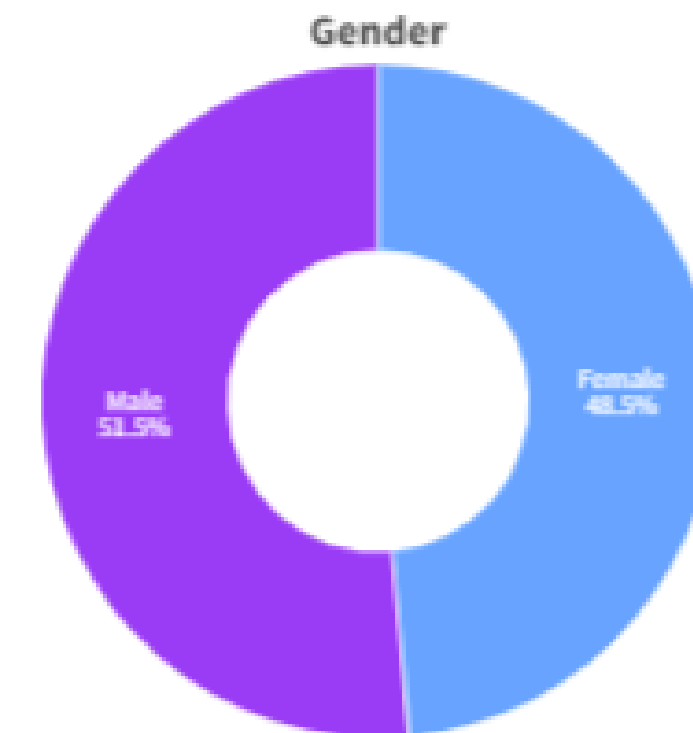
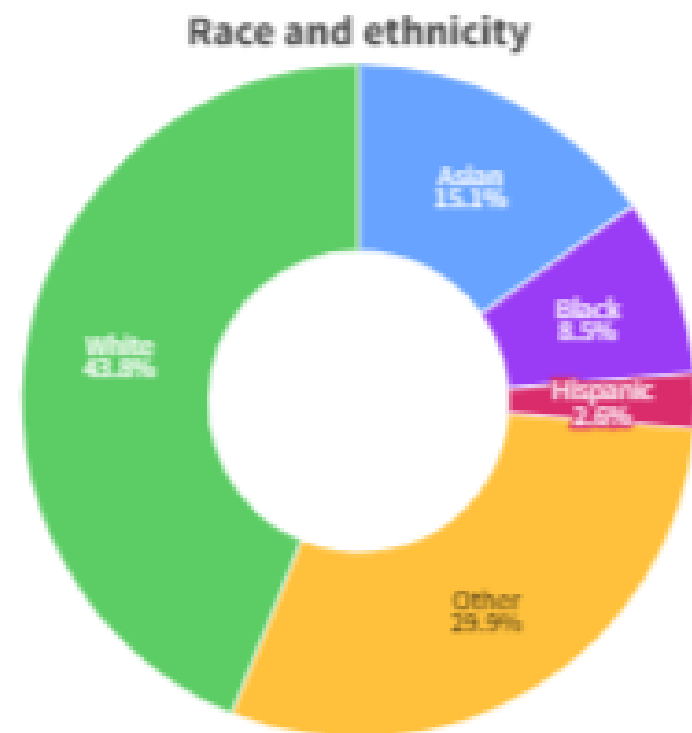
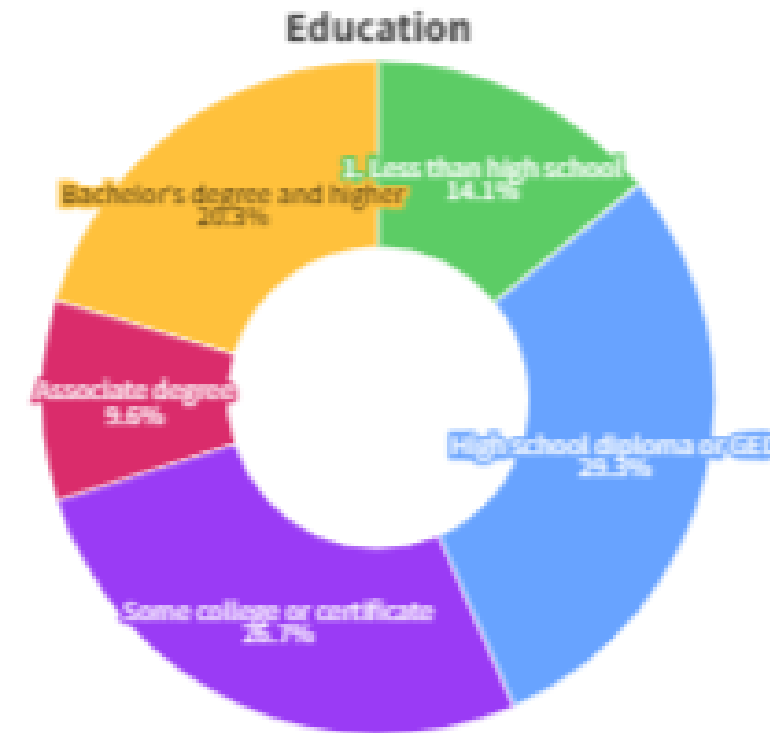
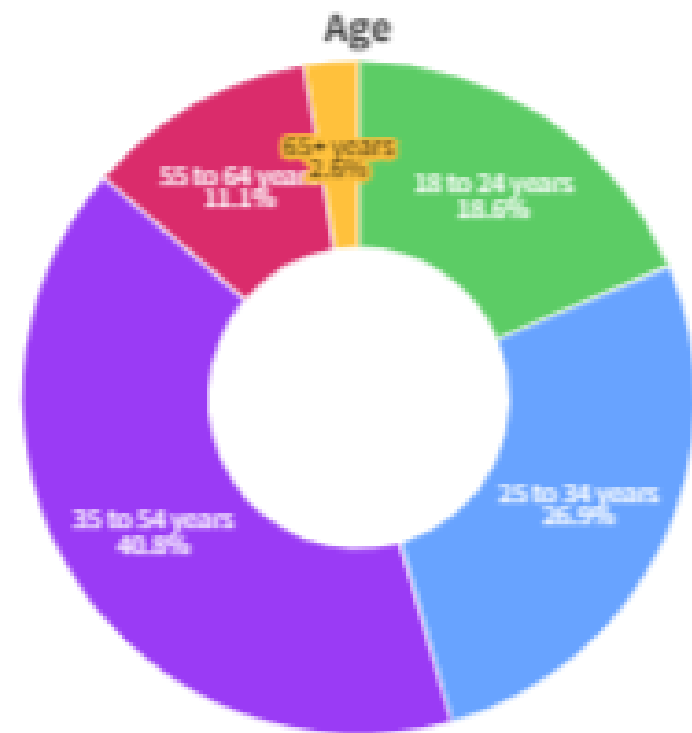
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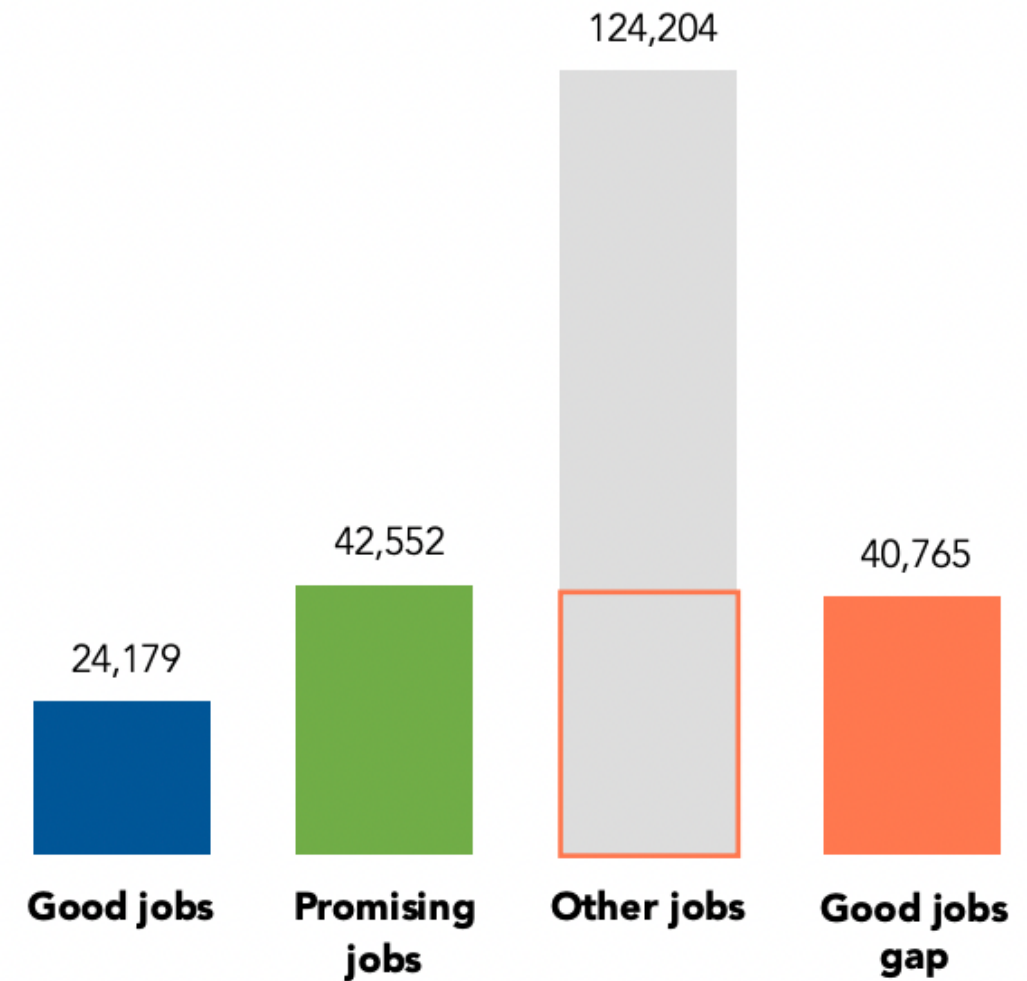
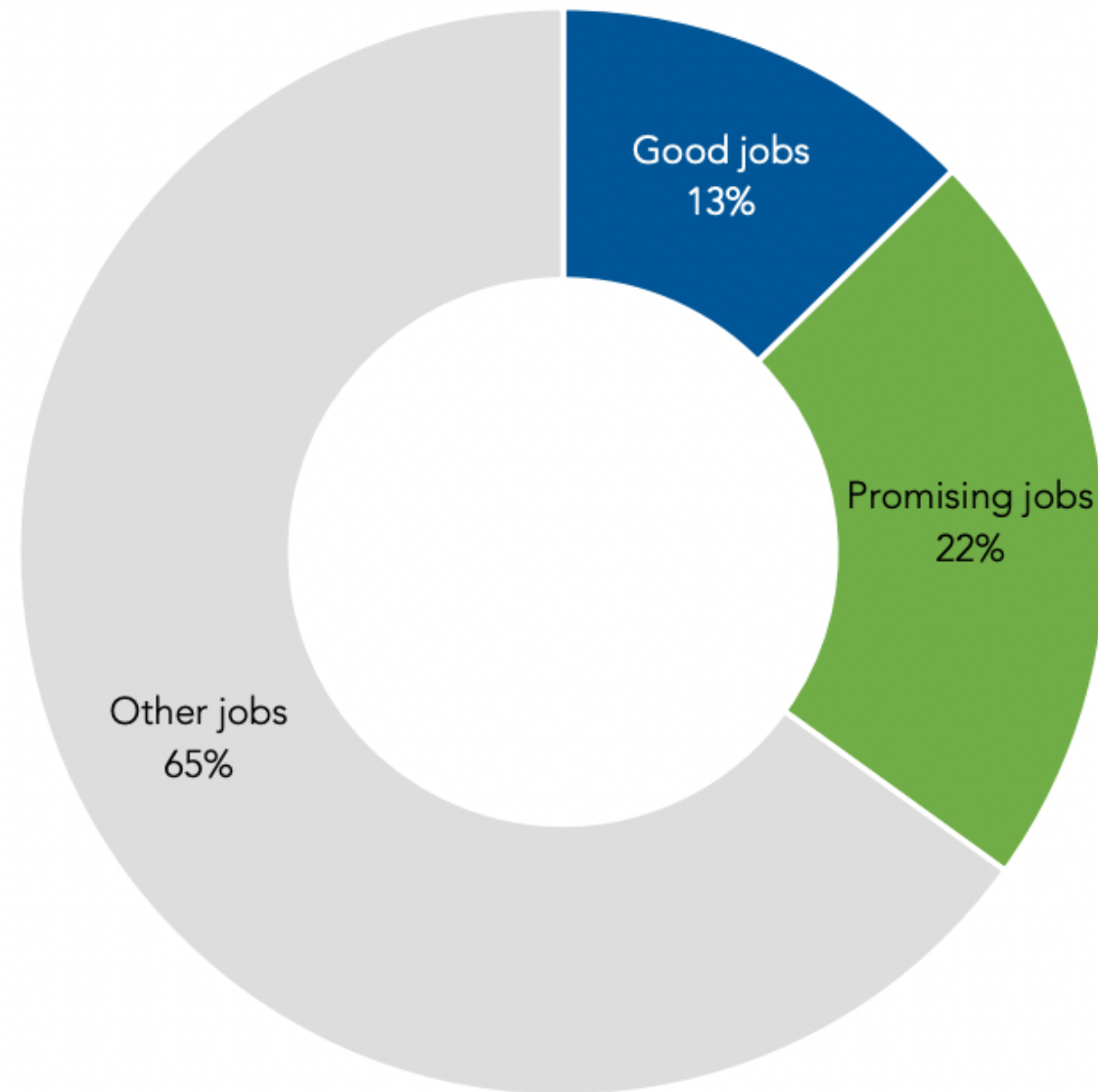
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Shares of workers  
not getting ahead in  
the Capital Region

# WHERE THE ANALYSIS IS LEADING...

## SAMPLE ILLUSTRATION – NOT DEPICTING THE CAPITAL REGION

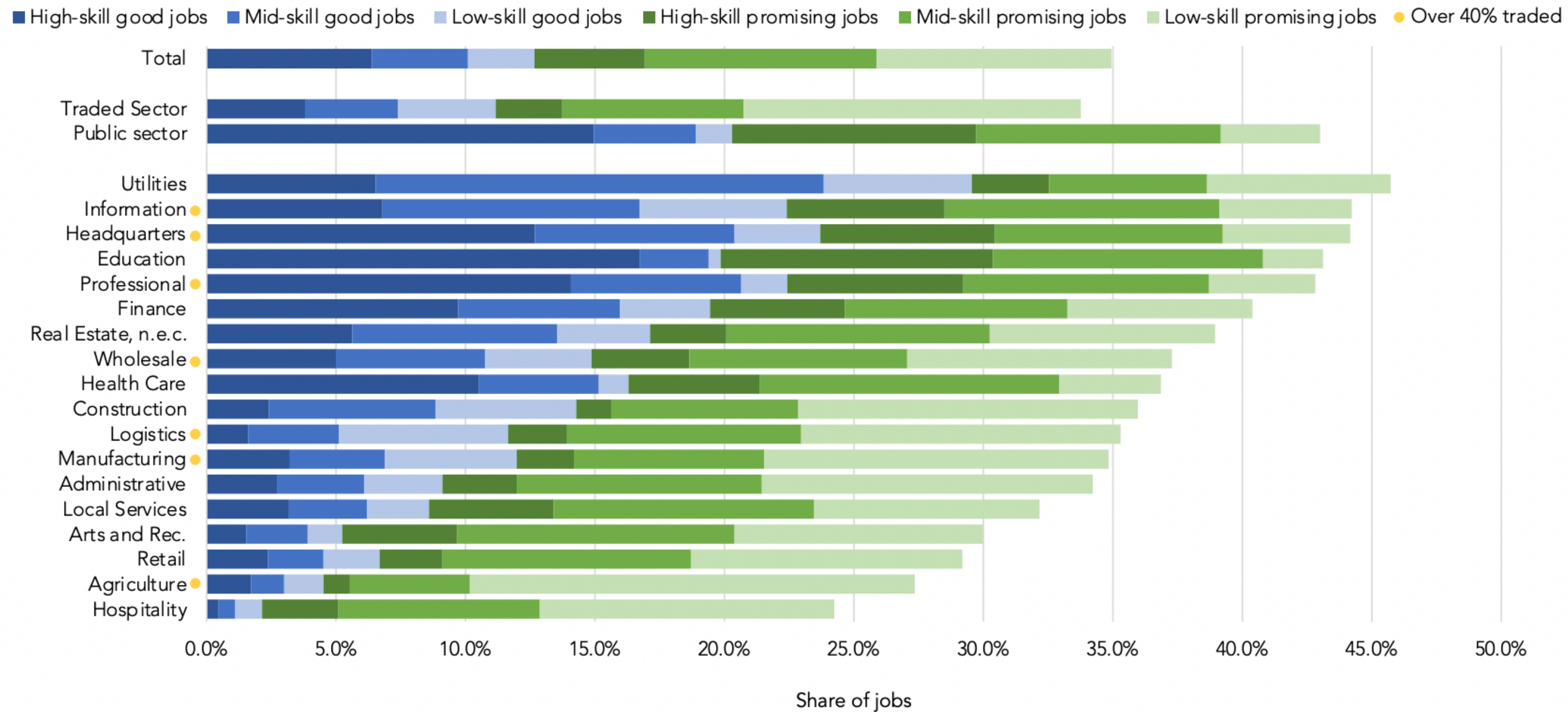


|                        |                                     |                                     |                          |
|------------------------|-------------------------------------|-------------------------------------|--------------------------|
| \$28.58/hr, full-time: | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Health insurance:      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Career pathways:       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

# WHERE THE ANALYSIS IS LEADING... OPPORTUNITY INDUSTRIES / JOBS

## SAMPLE ILLUSTRATION – NOT DEPICTING THE CAPITAL REGION

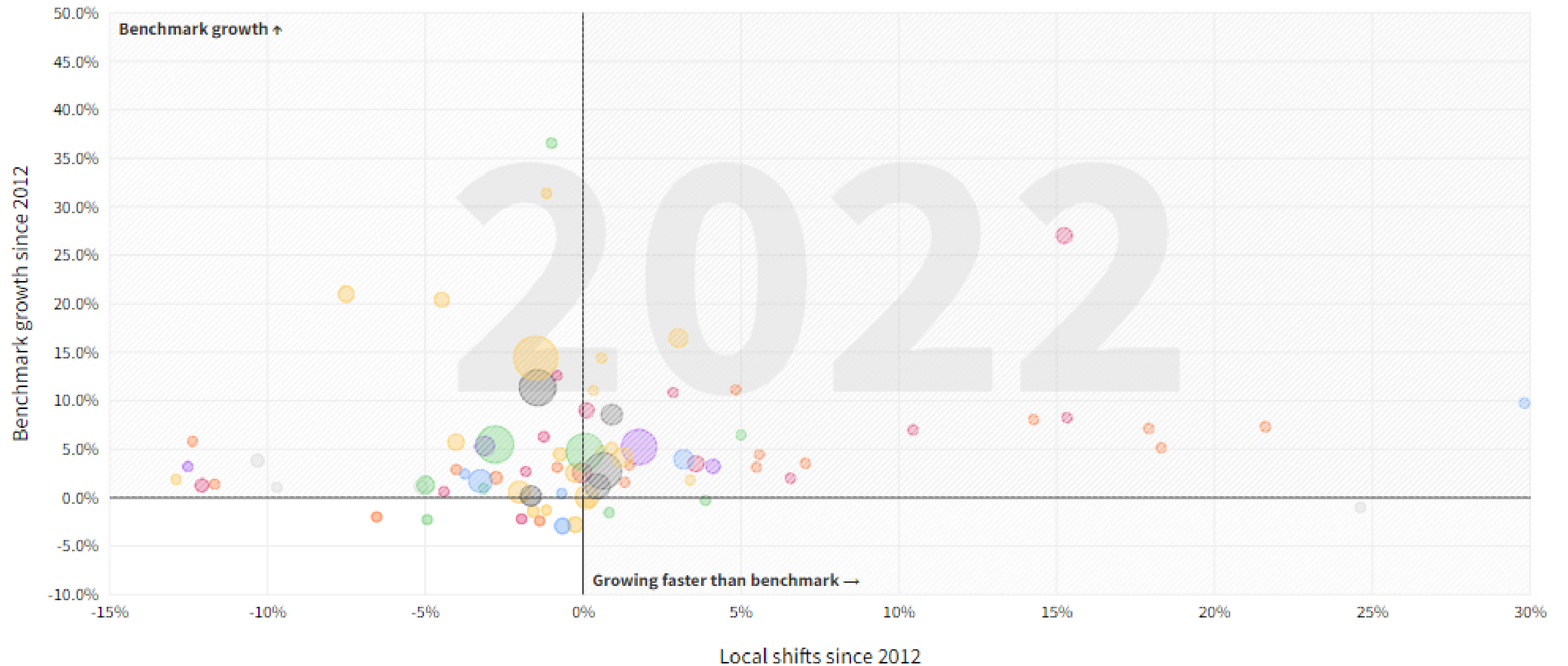
Share of jobs according to job quality type, by sector  
2020



# WHERE THE ANALYSIS IS LEADING... SECTOR KNOWLEDGE

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**Sector** ● Agriculture ● Construction & Extraction ● Logistics, Wholesale, & Utilities ● Manufacturing ● Retail, Leisure, Hospitality, & Local Services  
● Professional, Administrative, and Information Services ● Finance, Insurance, & Real Estate ● Private Health Care, Education, & Social Services





# WHERE THE ANALYSIS IS LEADING ... SECTOR KNOWLEDGE

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Region's actual performance compared to benchmark expectations, 2012 – 2022

Select a sector or industry: **Total**

■ Beat U.S. and Calif.
 ■ Beat U.S., lagged Calif.

|                               | Jobs | Earnings | Value Added | Average Earnings | Productivity |
|-------------------------------|------|----------|-------------|------------------|--------------|
| Capital region                |      |          |             |                  |              |
| Colusa County                 |      |          |             |                  |              |
| Nevada County                 |      |          |             |                  |              |
| Placer and El Dorado counties |      |          |             |                  |              |
| Sacramento and Yolo counties  |      |          |             |                  |              |
| Yuba and Sutter counties      |      |          |             |                  |              |

Region's actual performance compared to benchmark expectations, 2012 – 2022

Select a sector or industry: **Tradable industries**

■ Beat U.S. and Calif.
 ■ Beat Calif., lagged U.S.
 ■ Lagged U.S. and Calif.

|                               | Jobs | Earnings | Value Added | Average Earnings | Productivity |
|-------------------------------|------|----------|-------------|------------------|--------------|
| Capital region                |      |          |             |                  |              |
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| Placer and El Dorado counties |      |          |             |                  |              |
| Sacramento and Yolo counties  |      |          |             |                  |              |
| Yuba and Sutter counties      |      |          |             |                  |              |

# Your Voice Matters! Capital Region Survey

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**Purpose:** to better understand the landscape of individuals and organizations engaged in work similarly aligned to CERF, identify connections, strengths, and opportunities for growth throughout the region to inform and shape responsively relevant planning efforts.

**Timeline:** Complete by August 10



<https://bit.ly/CapRegCERFSM>

# Mark Your Calendar and Join Us!

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## Upcoming Collaborative Meetings

- Thursday, August 24, from 3:00 - 5:00 pm
- Work over the upcoming months:
  - Research and Analysis
  - Communications Support
  - Subregional Community Hubs
  - Formation of Subregional Committees
  - Formation of the Leadership Council



# Closing Remarks

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**Suzanne Jones**  
Supervisor  
Placer County  
District 4



# Contact Information:

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- **Alana Ramsay** (she/her)
- Project Manager
- Valley Vision  
Ph: 916.325.1630
- [alana.ramsay@valleyvision.org](mailto:alana.ramsay@valleyvision.org)

**Richard Dana**  
Collaborative Partner  
Community Strong Strategies  
Ph: 916.205.1471  
[richard@communitystrongstrategies.com](mailto:richard@communitystrongstrategies.com)



