



Uplift

Central Coast

Regional Plan Part I and II Overview

Fall 2024



California Jobs First and Uplift Overview

What is California Jobs First?

California Jobs First (formerly known as the Community Economic Resilience Fund or CERF) is a state level program designed to bring funding to each area of the state for **sustainable, equitable economic growth**



California Jobs First will culminate in the development of an **industrial strategy** that includes **identification of priority sectors**, and a **workforce development** strategy focused on **equity and sustainability**

Uplift Central Coast Overview

Who We Are

EDC, MBEP, and REACH are the three economic development organizations that formed the Uplift Central Coast Coalition (Uplift) to deliver the planning component of California Jobs First for the six-county region. **Uplift has an opportunity to create a forward-thinking economic development plan that can help the region thrive.**



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Santa Cruz | San Benito | Monterey | San Luis Obispo | Santa Barbara | Ventura

Mission

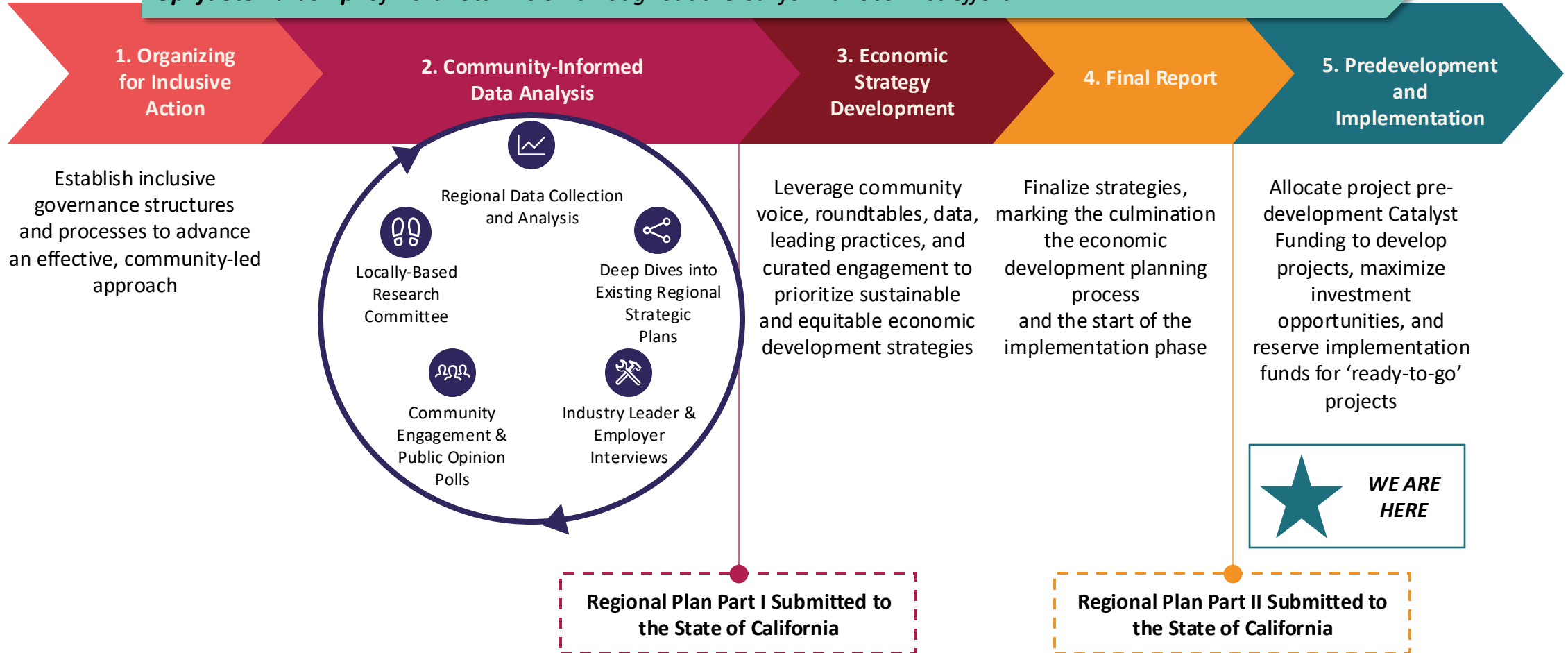
To **uplift our residents as we uplift our regional economy**, growing from within to create transformative opportunities for more than 2 million people across 6 Central Coast counties

Vision

Our goal is to **create an inclusive economic resilience plan** for the region through creative, community-led efforts

Uplift's Approach to California Jobs First

Community-Led Governance: Vision and Steering Committees sourced from key stakeholder groups
Uplift Stewardship: of North Star vision throughout the California Jobs First effort



Regional Plan Part I

Strengths, Weaknesses, Opportunities, and Threats

This SWOT analysis reflects the current status of the region and may benefit from revisiting and updating as applicable throughout Uplift's Catalyst Predevelopment and Implementation Phases.



Strengths

- Strong sense of pride in **community**
- Scenic **nature**
- **Innovation Hubs** and Educational Institutions
- Regional **Produce**
- Iconic **Destinations**



Weaknesses

- High cost of **housing**
- High **cost of living**
- Lack of quality **jobs**
- Lack of **child care**
- **Language** barriers
- **Infrastructure** challenges



Opportunity

- **Precision manufacturing and advanced business services**
- **Job quality** improvements
- **Workforce development**, training, and education
- **State and Federal investment** in climate and infrastructure
- **Immigration** reform



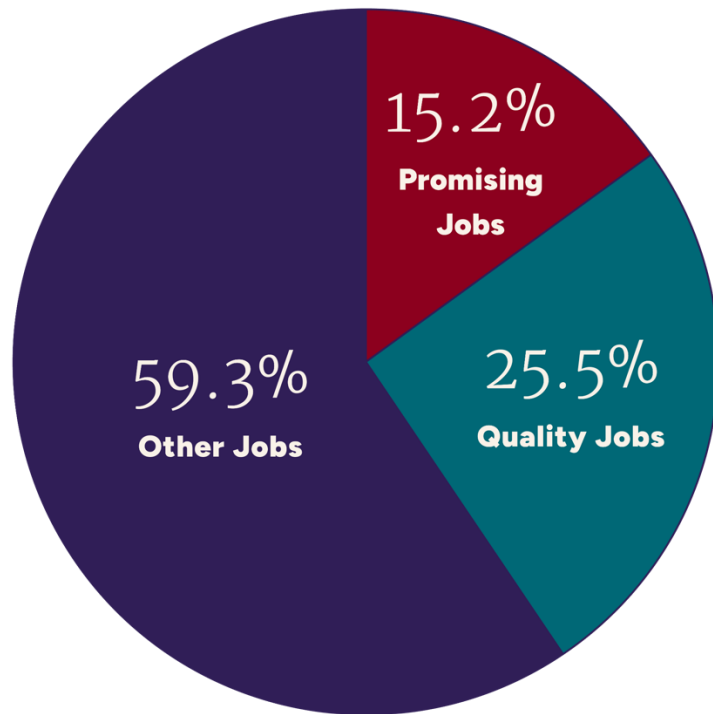
Threats

- Increasing **cost of living**
- **Climate change** impacts
- **Water** resource management
- **Discrimination** and racism

Key Research Findings

The Central Coast is marked by wide socio-economic disparities, with over 1 million residents, or 45 percent, struggling to make ends meet, meaning their incomes do not cover basic costs of living.

Share of Quality and Promising Jobs



How Uplift defines “Quality Job”

- Pays an **annualized living wage** (established by analysis of regional costs and modeling of income required to improve self-sufficiency) that allows families to make ends meet while accumulating long-term and emergency savings.
- Offers **employer-sponsored health insurance** (a proxy for other worker benefits)
- Provides **worker stability** in terms of retaining or leading to another quality job in the future.

Uplift defines a “**Promising Job**” as a **job that leads to a quality job** within a decade. Jobs that do not meet this definition are often still highly valued and important roles that significantly contribute to the community.

Key Research Findings

The chances of holding a quality or promising job vary significantly by industry.

Job quality also varies significantly within industries.

This means that both job creation and workforce preparedness efforts need to be carefully targeted.

Share of Quality and Promising Jobs in Regional Industries



The Region Has a Two-Part Path to More Quality Jobs

The Central Coast can boost job creation in a set of competitive industries offering quality jobs, while also improving the quality of existing jobs in large industries.

Industry Targets for Growing Quality Jobs



Precision Manufacturing:

- Aerospace
- Clean Tech/Blue Tech
- Medical Devices and Pharmaceuticals
- Commercial/Industrial Equipment



Advanced Business Services:

- Software publishing
- Custom computer systems design
- Environmental consulting services
- R&D services

Industry Targets for Improving Job Quality and Access



Agriculture



Hospitality and Tourism



Healthcare

Regional Plan Part II

Strategy Topics

Based on insights from the data and input from the community, Regional Plan Part II concentrates on strategies at varying priority levels pertaining to the below topics:



Target Sector Strategies: Enhancing Job Quality

Recognizing that multiple major industries on the Central Coast (agriculture, hospitality, and healthcare) contain significant numbers of lower-quality jobs, additional strategies seek to upgrade the quality of jobs in these sectors and improve pathways to better positions.

Healthcare Strategies



Expand **Pathways into Quality Jobs** for Lower Paid Healthcare Positions



Bolster **Workforce Pipeline** Between Educational Institutions and Healthcare Institutions



Expand **Training and Awareness** on Healthcare Career Paths

Agriculture Strategies



Create an **AgTech and Regenerative Agriculture Ready** Workforce



Strengthen AgTech Commercialization, Innovation, and Research Initiatives

Hospitality and Tourism Strategies



Relevant strategies are **integrated** in other sections

All strategies seek to improve access to quality jobs for individuals from disinvested communities.

Economic Mobility Strategies

While some strategies are tailored for specific sectors, the strategies in this section are not specific to any one sector. Instead, they have applications across multiple sectors.

Main Street and BIPOC Small Business Development Strategies



Training, Upskilling, and Learning and Development Strategies



Child Care Strategies



➔ Expand Culturally Responsive Community-Focused **Small Business Technical Assistance**

➔ Expand **On the Job Training** and Upskilling

➔ Expand Child Care **Workforce**

➔ Bolster Small Business **Financial Capacity** and Access to Capital

➔ Enhance **Training and Apprenticeship** Programs

➔ Enhance Child Care **Infrastructure**

➔ Promote **Collaborative Models** of Local, Broad-Based Ownership

➔ Promote Culturally and Linguistically Inclusive **Upskilling** Programs

➔ Encourage **Employer Supported** Child Care

➔ Support **Community Kitchens** and Regional Food Hubs

➔ Scale **Family Self-Sufficiency (FSS)** programs

➔ Improve Usability of **Centralized Resources** to Navigate the Child Care System

Community Development Strategies

There are several topics that are beyond the scope of the California Jobs First focus on creating quality jobs and improving access to them, but are foundational to a thriving, resilient community and quality of life for Central Coast residents.

Housing



➔ Expand **Employer Sponsored** Housing

➔ Promote **Creative Housing** Models

Arts and Culture



➔ Support **Funding** for the Arts

➔ **Revitalize** Art and Culture

Education



➔ Strengthen **Curriculum Aligned** with the Regional and Future Economy

➔ **Prepare Disinvested Communities** for Higher Education

Immigration



➔ Establish Immigrant **Welcome** Center

➔ Expand **Financial Support and Education** Program for Immigrants

➔ Invest in **Educational and Mentorship** Program for Immigrants

Transportation



➔ Increase Public Transportation **Infrastructure**

➔ Support **Equitable Reduced or Free Fares** for Public Transit

Nonprofit



➔ **Expand Diversity** of Nonprofit Leaders and Boards

➔ Develop **Grants** Training

➔ **Increase Capacity** of Nonprofits

WRAP UP

Ways to Stay Involved – There's a Seat for You!

- » Visit [Uplift's website](#) to read the **Regional Plan Part II Executive Summary**.
- » Sign up for the **Uplift Newsletter** and follow Uplift on Facebook, Instagram, and LinkedIn **@upliftcentralcoast**.

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