California Jobs First - We Prosper Together
Subregion: Placer County & El Dorado County
Community & Partner Engagement Report

1. Summary of Subregional Hub Leads and Subcontractors

Lead: Sierra Business Council

Sierra Business Council (SBC) is a 501c3 non-profit corporation focused on triple-bottom-line approaches to regional challenges. SBC has deep roots in community economic development, particularly through a social equity and environmental justice lens. For nearly 30 years, SBC has served a broad network of more than 4,000 businesses, community organizations, and local governments across the Sierra Nevada, building coalitions amongst a diverse set of stakeholders including jurisdictions, special districts, community-based organizations, small business owners, elected officials, tribal groups, nonprofits, and the general community. As a result of this work, SBC has helped infuse hundreds of millions of dollars in capital and infrastructure investment into rural Sierra communities and has convened solution-focused stakeholder groups to tackle such vexing problems as market-based solutions to climate change challenges, affordable housing, wildfire resilience, and sustainable economic development. Our network is strong and our reputation is solid. The foundation of our outreach and engagement work for California Jobs First rests upon the network of strong regional partners. Together we will co-create a plan for an equitable and sustainable economy across the entire Sacramento Valley region, with specifically tailored partnerships and strategies for Placer and El Dorado counties.

Subcontractor: Funded Partner: Placer Community Foundation

The Placer Community Foundation (PCF)'s history dates back to 1948 when the caring, forward-looking Beecher family created the Auburn Community Foundation as a private foundation. The story of PCF starts in 2005, when a few visionary residents from the county's communities imagined a public foundation belonging to everyone, where generous people could receive expert support and hear creative ideas that would help them to amplify and achieve their charitable intentions. The secure, well-managed public resource they envisioned is now a multi-million dollar

consortium of funds. In a short time, the PCF has grown so it can focus on our region's most urgent challenges and seize promising opportunities to improve lives throughout Placer County and beyond.

Subcontractor: Funded Partner: Growth Factory

The Growth Factory is an entrepreneurial development organization with an accompanying venture fund that helps communities develop talent, accelerate the growth of great companies, create an innovative culture, and fuel a competitive economy. Growth Factory is also a founder partner of the Sacramento Entrepreneurial Growth Alliance, a network of entrepreneurial ecosystem builders with a bias toward action and a demonstrated commitment to collaborate in order to increase entrepreneurial opportunity and fuel a thriving and equitable regional economy.

Subcontractor: Funded Partner: El Dorado Community Foundation

The El Dorado Community Foundation (EDCF) enables donors large and small with varied charitable interests to participate in tax-deductible charitable giving as a means to effect positive community change at any level. Through the collective strength of professionally managed private donations and memorial gifts, as well as a variety of organization-specific and community endowment funds, the EDCF supports inspired vision, responds directly to community needs, and strives to achieve a more expansive and inclusive concept of community well being and excellence for all.

Together with our funded partners, SBC is working to engage and involve all sectors in the communities of our diverse subregion including the private sector, capital partners, CBOs, and historically underserved populations. We are working towards the collaborative development of an equitable and sustainable economy. We are centering inclusivity and diversity in our outreach in order to create a functioning, collaborative network focused on access to high-quality sustainable jobs that benefit all life.

California Jobs First - Placer and El Dorado Subregion: Staff Bios

Kristin York, Vice President, Sierra Business Council - Kristin leverages 25 years of experience in strategic planning, finance, operations, marketing, training, and business transformation to assist businesses in the Sierra thrive economically while understanding their environmental and social impact. Her role in the Valley Vision subregional convenor project will be to lead the team from a systems perspective, providing strategic oversight, meeting facilitation, and overall plan direction.

Sarah Isabel Moe, Economic Empowerment Project Manager, Sierra Business Council- Sarah Isabel Moe is a seasoned sustainability and climate expert with over 15 years of experience in strategic planning, community engagement, and whole-system collaboration. She has successfully led transformative regional sustainability initiatives working across municipalities, businesses, and nonprofits. She is deeply passionate about fostering resilient communities and environmental stewardship through meaningful triple-bottom-line development. Sarah Isabel is project manager for this California Jobs First subregion.

Jess Carr, SBDC Program Director, Sierra Business Council – As Director of the Sierra SBDC, Jessica accelerates innovative solutions in rural economic development by working directly with companies to provide technical assistance and collaborating with community partners on targeted effective programming. Jess's role in the Valley Vision subconvener project will be to engage our diverse business community, BIPOC chambers, and jurisdictions. Jess will lead the virtual listening session component and administration.

Veronica Blake, Chief Executive Officer, Placer Community Foundation – Veronica uses her knowledge of the region's nonprofit sector to connect the charitable interests of donors with needs in the community. She serves as the primary liaison with the board of directors and all committees, directs all asset development activities, and manages the operations of the Community Foundation. Veronica is a champion of community philanthropy and of community foundation leadership. She is a senior fellow of the American Leadership Forum Mountain Valley Chapter, and is the past Chair and current member of the Economic Development Board for Placer County. She also serves on the board of directors for The League of California Community Foundations. She has over 30 years of executive-level management experience, 25 of which have been in the nonprofit sector.

Eileen Speaker, Grants Manager, Placer Community Foundation – Eileen oversees the Community Foundation's grant programs, scholarships, nonprofit trainings, and Placer Collaborative Network. She earned a Master of Public Service degree from Marquette University and has experience volunteering and working for a variety of nonprofit organizations. She likes working at PCF because she gets to collaborate with and support passionate nonprofit volunteers and staff who truly care about the causes they champion. Eileen will oversee stakeholder engagement, interviews, and listening sessions in Western Placer.

Monique Brown, Managing Director, Growth Factory - Monique Brown is Co-founder and Managing Director at the Growth Factory, a startup accelerator with an accompanying venture fund on a mission to unleash the potential of world-class founders, scale truly great companies, and create a thriving entrepreneurial culture in the Greater Sacramento region. She also serves as Entrepreneur in Residence at Sierra College where she works to infuse an entrepreneurial mindset and skillset across disciplines on campus and to connect the college to the broader entrepreneurial ecosystem. Outside of work, Monique serves on the board for Teach for America Capital Valley Region and is a proud mom

to 5 daughters. She holds a B.A. from American University in International Relations, Sustainable Development.

Donna "BasicTaq" Walters (MBA), Community & Programs Manager, Growth Factory - As the Community & Programs Manager at Growth Factory, Donna orchestrates and implements a diverse array of programs and events aimed at fostering entrepreneurial development for founders and leaders across the Greater Sacramento Region. Beyond her pivotal role at Growth Factory, Donna's commitment to community service is exemplified by her founding of a nonprofit organization focused on workforce development. Serving as the President of the Sac State Alumni Association Business Chapter, she strengthens the vital bridge between campus and community, while her standing as a nationally sought-after speaker and two-time commencement speaker for Sac State attests to her influential presence. Donna, a recipient of multiple awards, brings over 15 years of expertise in community building and management, driven by her passion for cultivating positive and equitable workplace environments and empowering leaders from all backgrounds for success.

Amy Pooley, Executive Director, El Dorado Community Foundation Amy's dedication to community service and philanthropy is evident in her work with the EDCF. As an El Dorado County leader, she has spearheaded numerous initiatives to improve the lives of those in her county. Her background in business administration has allowed her to approach philanthropy in a strategic and effective way, always keeping the needs of the community at the forefront. Along with her professional work, Amy also volunteers her time with local organizations, further demonstrating her commitment to making a positive impact. Her leadership and passion inspire others to get involved and work towards creating a better future for all.

2. Targeted Populations

Targeted Populations in our stakeholder outreach include:

- Hispanic (Latino Leadership Council, Hispanic Chamber, and their partners)
- Asian (Asian Chamber and partners)
- Tribes (Nisenan Elder, Miwok Maidu Cultural Foundation Elder, Washoe, Intertribal Council)
- Rural / Agricultural workers/owners (Various)
- Black (Black Chamber and partners)
- Immigrants / 1st generation / Deferred Action for Childhood Arrivals (DACA)
- Populations using government assistance/ Health and Human Services (via Placer Collaborative Network, MediCal, Medicaid, CalFresh, Section 8)
- Youth, community college students/aspiring certificate students (Sierra College and partner campuses)
- Sustainability and climate change (fire, water, and forest health organizations)
- Entrepreneurs and small businesses, which are the heart of our smaller communities (via Growth Factory, Sierra College, Chambers, and SBDC connections)
- Agriculture: Farms and food stakeholders (via local Farm Bureaus, Placer Grown, Apple Hill, Vintners Association)
- Single parents (via Schools, Colleges, and Health and Human Services organizations)
- Cognitively and/or physically disabled
- Individuals suffering from addiction/mental health challenges
- Previously incarcerated
- LGBTQ+
- Women
- Victims of crime (CalVCB)
- Veterans

In our outreach, we targeted marginalized groups identified as having disparities in job placement, economic stability, and/or access to services. These groups included non-English speaking individuals, single parents (female focus), foster youth, formerly incarcerated, and generally socioeconomic disadvantaged community members.

Through EDCF, we initiated contact with over 300 community-based organizations that serve the most vulnerable individuals residing on the western slope. Outreach efforts were carefully thought through and selected based on organizational service alignment with California Jobs First pillars around equity, climate, and high quality job creation. Some examples from our stakeholder map in El Dorado County include: American River Conservancy, Asociacion Guadalupana, Inc., Boys & Girls Club of El Dorado County Western Slope, Court Appointed Special Advocates El Dorado County, New Beginnings, El Dorado County Office of Education, Ag in the Classroom, South County Alliance, El Dorado County Chamber of Commerce, LaPro Mesa (a fund managed by El Dorado County Peace and Justice), Georgetown Divide Chamber of Commerce, Housing El Dorado, Shingle Springs Band of Miwok

Indians, and El Dorado Community Health Centers. Furthermore, the foundation sought input from a select group of local and state elected representatives, as well as engaged directly with marginalized community members through individual conversations.

In Placer County, through the Community Foundation, we targeted nonprofit sector employees and volunteers in south Placer County with our outreach efforts. PCF has a long-standing and well-established rapport with the county's marginalized populations. Engagement with the local Latina mothers who meet as part of Child Advocates of Placer County's Prosper Placer program provided extremely valuable input. They were highly engaged and empowered at our session and candidly shared their hopes and frustrations regarding employment and living on the margins in southern Placer County.

Outreach to the business community, in partnership with Growth Factory, included experts from various local business sectors, youth, minority business owners, educators, women in business, and skilled trade workers. Overall, SBC conducted authentic community engagement and outreach by going through the trusted partners that work with the disinvested communities. We attended and spoke at community events, conferences, existing economic development meetings, and chamber gatherings. See Events and Engagement section for more information. SBC conducted individual outreach to community leaders and organizations throughout the time of this project.

3. Methods of Engagement

Set Outreach Goals for Funded Partners

1. Interview 20-30 stakeholders and summarize results, emergent themes, and noteworthy issues. Use a questionnaire that is addressable/relevant to them. Conduct focus groups/interviews/direct outreach with the goal of understanding their employment/job creation needs and any potential project ideas. Provide needs assessment analysis.
2. Provide a Stakeholder Map (Excel file) complete with 50 or more key stakeholders and a marketing and engagement plan for those stakeholders.
3. Plan to host at least one California Jobs First Ideation workshop (per partner) for 50-100 stakeholders (SBC to co-lead facilitation).
4. Monitor attendance, provide monthly summary and invoice as well as engagement compensation tracking sheet. Ensure marginalized voices are present.
5. Document feedback/input monthly and identify emergent strategies or any fundable projects.
6. Engage the community once the draft list of projects is available to ground truth ideas, improve, and get support or feedback on the list.

Create Stakeholder Map (October- Ongoing)

Identify and map key stakeholders, including government agencies, non-profit organizations, businesses, educational institutions, community leaders, and representatives from underserved populations. Our stakeholder map and engagement strategy are being built collaboratively to ensure diverse voices throughout the subregion are included. In mid-September 2023, SBC hired the subregion's Project Manager, and stakeholder mapping and outreach for California Jobs First began. The following table is a summary of where our stakeholders are located and how their organizations and perspectives are distributed across sectors.

Sector	Location & Number of Stakeholder Groups			
	Placer	**El Dorado**	**Across Subregion**	**Total**
Business Services	14	3	14	31
Education/Arts	17	5	19	41
Energy/Utilities/Construction	0	2	1	3
Food/Agriculture	1	5	5	11
Forestry/Environment	2	2	5	9
Government	17	6	7	30
Healthcare	5	3	12	20
Housing	1	1	6	8
Manufacturing	0	1	1	2
Retail/Tourism/Hospitality	2	4	2	8
Social Justice	2	2	2	6
Social Services	32	10	32	74
Technology	1	2	0	3
Transportation	0	0	1	1
Workforce Development	0	3	6	9
Tribal	3	0	0	3
Uncategorized*	2	2	1	5
Total	**99**	**51**	**114**	**264**

This map is a living document. For the most up-to-date version, please click here.

Develop Newsletters, Flyers, and Website Content (Ongoing)

We strive to inform and engage people in We Prosper Together/ California Jobs First through multilingual, tangible, and online materials. Monthly email updates are sent to SBC's listserv, nearly half of whom reside within this subregion. Funded partners are also regularly using their newsletters for California Jobs First outreach. We are working on expanding this list to reach more of the public and have begun growing a Placer and El Dorado California Jobs First specific list for those who would like to receive more frequent and detailed information. We continue to post regular updates on the website to maintain project transparency. The partners are also using their own websites to reach their stakeholders.

Educational and Workforce Development Collaborative Initiatives (Oct-Jan)

Work with the local workforce development agencies (Golden Sierra) and community colleges (Sierra College) to tap into the regional education and training efforts already underway working to connect workers to skills, mentorship, and high-quality career pathways. Working through these partnerships is important to ensure accessibility to the broader community. Focus groups and/or ideation workshops will be curated with Sierra College and Golden Sierra.

Community Events & Engagement Opportunities

SBC and our funded partners hosted or attended over 60 community events, focus groups, summits, conferences, workshops, and more. These events spanned diverse backgrounds, community groups, and topics, including events like the Latino Leadership Mothers Circle Focus Group and the CA Economic Summit. A detailed list of these community events and engagement opportunities can be found in Appendix A.

Develop Questionnaire for Focus Groups and Interviews (Nov-Jan)

Conduct interviews and focus groups to gain a comprehensive understanding of opportunities, barriers, and needs. See the Questionnaire here. Our subregion has organized inclusive community forums to facilitate open discussions about the vision of an equitable economy. We strive to ensure representation from all sectors, with a specific focus on underserved populations, and use these focus groups to gather insights, concerns, and ideas that will inform the regional plan and subregional projects. We also utilize social media, webinars, and online forums to reach a wider audience. SBC has already offered opportunities for direct community feedback on this project and solicited ideas on how California Jobs First can make a difference in Placer and El Dorado Counties by providing a link to the questionnaire after each in-person outreach event. The questionnaire remains posted on our

website for community members to share their ideas when convenient for them. All partners in the Subregion have **shared the Valley Vision Survey** with their networks as well.

Tailored Outreach Strategies (Nov-March)

As the listening and learning start to take shape through focus groups and interviews, our skilled team will develop tailored outreach strategies for specific sectors to more deeply understand the unique challenges and opportunities each sector faces. Within these specific groups, or at our ideation workshops, we will workshop industry-specific issues, and/or curate collaborations to co-create innovative solutions. Eventually, we will gather a **list of projects** from this outreach and use the latter part of March to engage the community in providing feedback on the list.

California Jobs First Ideation Workshop Series

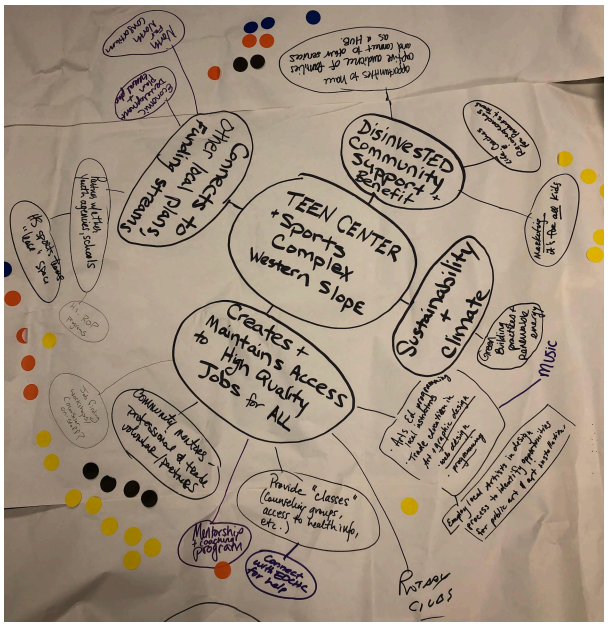
One of the most important methods to positively influence the resolution of deep-seated, historically entrenched problems is to engage the whole system. It is only with a diversity of perspectives in the room that the soil in which the solutions can root can be nourished and the cross-pollination of ideas can give wings to our collective resilience. In our **California Jobs First Ideation Workshop Series,** we built empathy for the people and places most impacted by historical marginalization and designed solutions from that empathetic perspective, with diverse voices at the table (based on human-centered design and systemic facilitation techniques). We listened, empathized, ideated, prototyped, and iterated as we worked together to create a flow of fundable collaborations and projects for our subregion/region through four Ideation Workshops.

Ideation Workshop Series Quick Facts

Subregion	Partner	Date	RSVPs	Attendees
Western Roseville	Child Advocates of Placer County/Prosper Placer	Jan 31, 2024	25	25
Western Placer County	Placer County Community Foundation	Feb 9, 2024	74	51
El Dorado County	El Dorado Community Foundation	Feb 14, 2024	35	35
Apple Hill (El Dorado County)	El Dorado Community Foundation	Mar 7, 2024	37	48
Western Placer County	Growth Factory	Mar 8, 2024	15	21

These workshops were true community events and began by bringing participants together through song, shared food, and creativity-building activities. Once trust and community were established in the meeting spaces, background information on California Jobs First and the We Prosper Together region and programming was provided for context. The bulk of the workshop time was spent developing project ideas that would be community-led, climate-forward, and serving the needs of disinvested communities.

Throughout the workshops, attendees were encouraged to share their ideas, thoughts, and lived experiences in small groups and with the audience as a whole. These events were successful in engaging diverse communities within the subregion, harnessing the wisdom in the room, building trust and deepening working relationships among funded partners, and developing feasible project ideas. Developing project ideas and workshopping projects to be in alignment with California Jobs First priorities was a primary focus in workshop planning. This was done through careful facilitation of Conversation Mapping activities that resulted in constructive feedback for existing planning-phase projects presented during the workshops.



An example of project conversation mapping from the February 14th workshop can be seen here.

All qualitative and quantitative data from these workshops has been recorded. Project ideas developed in the workshops and community feedback are presented in Appendix B.

The dot voting was done to indicate interest, likened to a heat map. The teen center and sports complex received the most heat at the 2/14/24 workshop.

4. Engagement Incentives Offered and Total Distributed

The gift card funding from Valley Vision was offered to all community members who engaged in ideation workshops, stakeholder engagement sessions, focus groups, interviews, and surveys. This allowed for increased engagement, increased trust with community members, and for diverse populations to participate.

Participants were compensated with a $25 gift card for engaging in a survey or interview, and were reimbursed at $25 per hour for two- and three-hour long workshops, equating to $50 and $75 gift cards, respectively.

Engagement Incentives Summary

Gift Card Value	Number of Recipients	Total Compensation
$25	27	$675
$50	27	$1,350
$75	45	$3,375
Total	**99**	**$5,400**

5. Total Number of Individuals Engaged

Indirect and direct engagement types are outlined below. In total, over 8,500 community members were contacted with information about California Jobs First and We Prosper Together.

6. Total Number of Individuals Engaged Per Type of Engagement

Community members were engaged through various methods. Some tactics, like sharing event information, survey links, and background information on We Prosper Together, were shared through SBC's and partner listservs. This level of broad engagement is not fully captured in the table below but should be noted as it has increased the community-level knowledge of We Prosper Together.

The community survey reached a large audience across the Capital Region with 330 individual responses. Of those respondents, 59% indicated that they work in Placer County and 2% in El Dorado County, equating to over 60% of respondents living in the Placer/El Dorado subregion. This high turnout was a result of outreach efforts by the Placer/El Dorado funded partners.

SBC is categorizing engagement reach through listservs and the survey as "indirect engagement." Indirect engagement reached over 8,000 inboxes through listservs and resulted in 201 survey responses.

Direct engagement is summarized in the table below. Direct engagement reached 471 individuals through Ideation Workshops, interviews, in-person presentations at existing events/meetings, and social media views.

The stakeholder map has 527 individuals, many of whom are captured in the table below. The 56 stakeholders not captured in the table below were contacted via email or phone and did not take part in the various engagement activities.

Individuals Engaged by Engagement Type Summary

	Sierra Business Council	El Dorado Community Foundation	Placer Community Foundation	Growth Factory
Ideation Workshops	(Included in partner counts)	73	70	25
Stakeholder Interviews/Small Group Sessions	75	24	22	14
In-Person Presentations	75	-	93	-
Social Media	160	104	-	-

Community Partners

1. Subregional Assets

These community partners are great assets with services, expertise, and current investments that will benefit We Prosper Together's ability to build connections and collaboration in this region. They were instrumental in our research, listening, outreach, and workshops.

It's important to highlight the Latino Leadership Council's pivotal role on the ground (in collaboration with many trusted partners) as key representatives for LatinX working families. They organize and empower, address public health needs, and engage the community in opportunities like We Prosper Together. Their constituency represents a huge workforce that is ready for career development out of their current low-quality jobs. Latinos in this region need a fully supported pathway, including leadership training and career pathways in healthcare, construction, trades, business, and tech. Latino Leadership Council can create this bridge and will be instrumental in linking the Latino community with other projects and job opportunities. Alongside Community Resource Project and Sierra College, the Council trains Latinos in construction, renewable energy, and HVAC trades, which can be built upon further with this program.

The traditional economic development leadership and education offices for both counties were supportive. The Farm Bureau and Apple Hill Farm Association were instrumental in our outreach to the farming community and have the trusted bridge to offer trainings and collaborative ag-based solutions going forward. Tribal elders from the Sierra Fund and the Miwok Maidu Cultural Foundation were the primary connections for tribal outreach. Golden Sierra was supportive and Sierra College was instrumental in framing the workshops, and their CTEs and trainings are incredible resources for the

talent pipeline in these counties.

The five major healthcare systems need workers with a range of skill levels, providing many types of jobs. The Roseville Chamber's Talent Pipeline Management initiative is working to boost the worker pipeline here, and could benefit from partnering with organizations to connect the pipeline all the way to the margins. Latino Leadership Council's Community Health Provider program is working on a MediCAL billing hub that could serve several NGOs that are sending out community health providers and promoters. MediCAL billing is a very significant undertaking and the various community health NGOs can band together to get this support, and leverage the medical funding stream, without taking on the sole burden of the billing.

SBDC and its far-reaching support of entrepreneurship emerged as foundational along with Growth Factory's business accelerator. These programs can benefit from partnering and working with We Prosper Together to reach further out to Youth and minorities to build their reach to those most in need of their services. SBDC has an in-home daycare training program that can be offered in collaboration with county education offices. Another local asset in the childcare space is Single Mom Strong, a member of the Growth Factory community. SBDC also hosts worker-owned training in collaboration with Project Equity, which will be a foundational strategy for wealth building for communities without Social Security numbers. Worker-owned businesses provide a way for Latinos and marginalized community members who do CTE and career training for We Prosper Together to start building their own wealth as entrepreneurs. Additionally, Growth Factory's Roseville Rising program is an excellent opportunity for youth to get involved in starting their own business.

In El Dorado County specifically, there are multiple assets dedicated to enhancing pillars of support for individual economic sustainability. These assets play a crucial role in fostering educational, job training, and healthcare support for underserved communities. El Dorado County Office of Education offers a comprehensive adult education program. Free community ESL classes are facilitated by Asociacion Guadalupana, Inc. Affordable childcare services are offered through extended school day programs. Healthcare needs are addressed by the El Dorado Community Health Center and Marshall Hospital. Nonprofit organizations such as New Beginnings, Golden Sierra Job Training, MORE, and PRIDE Industries (and a potential new partner, Dream.org / Green For All) are instrumental in providing job skills training and rehabilitation support.

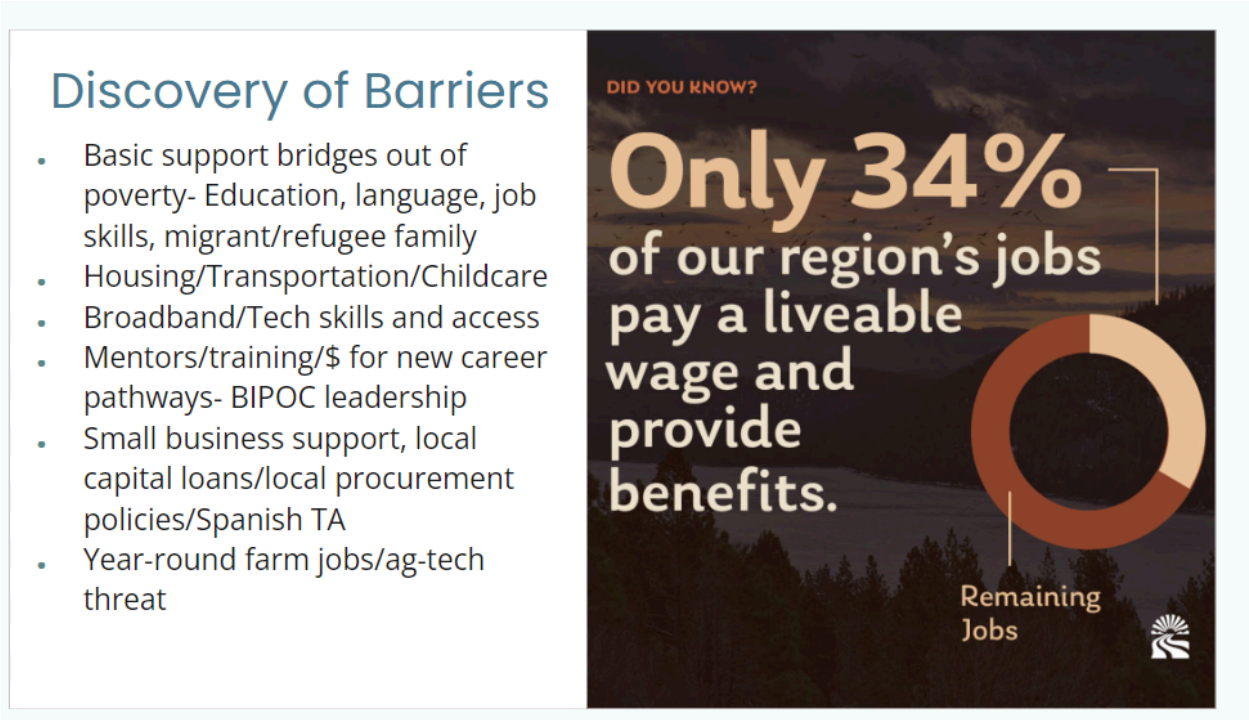
Our subregion also has access to forest lands for natural resource programs, training, and development. There are many efforts around working lands, fire prevention, and reconnecting youth to the land, as well as tribes leading ancestral fire practices. Some examples of these efforts are below.

- The Coyote Crew out of Auburn trains youth to use ancestral forest management practices to fight fires.
- The El Dorado & Georgetown Divide Resource Conservation District has many ongoing projects, one is the Fire Adapted 50 which is a partnership between CAL FIRE, USFS and the

RSC to put forth a long-term cohesive strategy to establish a fire-resilient Wildland-Urban Interface along the Highway 50 corridor.

- The Placer Resource Conservation District has many ongoing projects, one of them in the Forestry and Natural Resources Career Mentorship Program. This program pairs university and community college students with a professional mentor, provides networking and training opportunities, and provides insights into a forestry career.

2. Challenges that Prevent Economic Opportunity



The impact of affordable housing and transportation challenges is felt by both employers and individuals alike, as well as other services like affordable childcare, healthcare, and education, perpetuating the ongoing systemic challenges.

During the ideation workshop series, we heard many significant barriers that our marginalized community members face to achieve economic empowerment and success from their unique starting point. Overall, they are struggling to make ends meet, often having more than one low quality job that takes up all of their time and energy. Thus, in order to move from their current state of poverty into a high-quality job, they would need paid, supported pathways that include mentorship and paid living expenses while they study and move into the new career path. Often, childcare and transportation or technology access are also needed. We Prosper Together should consider a pilot that takes a set

number of families through the whole supported pathway, and measures the benefits as they ripple through the communities.

Our subregion has a very large and vibrant farming community, but both the farmers and farm workers struggle to figure out how to create year-round high quality jobs in this industry. This is an ongoing struggle for employers striving to offer full-time positions with livable wages and benefits and leaves farm workers in the margins. The lack of reliable internet in rural areas makes telecommuting and online education impossible for rural, disinvested communities. California Jobs First may be leveraged to help create opportunities by introducing training for farm workers to gain technical skills and bridge into ag-tech work, but, without farmers, there will be no food or tech in this industry.

Furthermore, the siloed nature of community agencies and efforts pose obstacles to economic opportunities. Community members in need of support often find themselves navigating multiple agencies to access services, leading to gaps in assistance and disempowerment overall. Our BIPOC communities can be best served and empowered by the community based organizations that are focused on their health and wellbeing and can create the inclusionary bridges specifically for them.

Many immigrant families need access to education (in Spanish), capital, and/or small business launch support (including technical assistance in Spanish). Small business is one of the most promising ways for minorities to gain wealth in California. Overcoming the barriers to begin worker-owned cooperatives could be the single most empowering and inclusionary pathway for many of our disinvested community members. The worker-owned strategy could be a good way to address the need for more affordable childcare providers for working families who wish to work collaboratively, and, also, an in-home daycare training can help women launch their own businesses. Equitable access to professional development and business launch opportunities is severely lacking. Growing unified programs and services dedicated to decreasing community-identified barriers to economic success is imperative to supporting our disadvantaged community members and the growth of our local economy.

3. What is a “High-Quality Job?”

It is crucial to understand that different people have different priorities when defining what makes a job fulfilling and sustainable. For migrant farm workers in rural areas, having consistent and reliable work is essential for their economic stability. On the other hand, a single working mother may prioritize livable wages, childcare support, and access to family healthcare benefits to consider it a high-quality job. Similarly, for someone reintegrating into society after being in the justice system, a non-judgmental work environment is critical for them to thrive in a job.

Despite these diverse perspectives, there are common factors that contribute to a high-quality job for everyone. Livable wages, access to healthcare benefits, opportunities for career

advancement, and a supportive workplace culture are vital components of a job that is considered of high quality. When companies prioritize these essential elements, they not only attract top talent but also cultivate a sense of loyalty and dedication among their employees.

The following are some of the definitions of "High-Quality Job" that we heard from the community:

- Livable wages with access to quality and affordable childcare, healthcare, and transportation.
- Pays above living wage, provides health care benefits, and has mental health mindfulness so people can take mental health day, provides career development pathways (tuition reimbursement), vacation time, maternity/paternity leave, and cultural support for holidays specific to your beliefs. Ideally, the jobs are in proximity to employees' homes: walking or a single bus ride because not everyone drives.
- Allows for upward mobility that connects with your skills and interest, propels those things further, and brings a sense of meaning and belonging to your life while allowing you to live a comfortable life with your family. Meaning and belonging help with retention and employees want to feel valued, not seen as a commodity or transactional relationship. If you are an employer that values meaning and belonging, you are facilitating access to those jobs.
- Has leadership that understands a diverse staff is the key. Leadership may be in transition and starting to understand the shift that's occurring in the workforce.
- Has a healthy culture and work-life balance; addressing what different generations value. People do not always have access to the outreach being performed.
- Engages different groups from an early age and investigates how to support the variety of new paths to success.
- If entrepreneur-led, is resourced to hire people - and creates money for all. Small businesses must hire employees to achieve their goals of making money, but need money before they can hire someone. Equitable access to start-up capital.
- Includes training and a clearly defined pathway for apprenticeships, skill building, and future development within the industry.

4. Jobs of Interest

In direct feedback from some of our one-on-one conversations, a few industries piqued the interest of respondents. This interest naturally aligned with these counties' largest employers. In El Dorado County, these included teaching, medical assisting, tree and forest management, as well as local law enforcement and fire services.

The Placer community expressed interest in trade-type jobs due to the major opportunity for people to gain skills and secure a well-paying job in a short amount of time, and for much less than the cost of a four-year degree. Job shadowing/internship programs for young people are also appealing. There is

great demand for healthcare-related jobs, as Placer is an older county with a high need for medical care to serve its population.

In the Growth Factory ecosystem, they found the startups they serve are expressing interest in finding talent with technical skills related to data, artificial intelligence, cybersecurity, UI/UX design, and business skills specifically in marketing and sales.

The most disinvested community members expressed interest in a high-quality job of any kind. They need support to better understand their options, skills, and what job would be most aligned with their needs and priorities. They need paid, supported pathways to attain this career transition.

5. Challenges for Participating in the Labor Force

It is crucial to prioritize job creation in key industries, including the robust local-serving industries that our economic success is built on, but, equally important, is the need to decrease the barriers that impede individuals from achieving economic sustainability. If we do not address the systematic barriers creating challenges in labor force participation, we set up prospective employees to be unsuccessful in finding and hiring employees, which is detrimental to employers, employees, and their families.

There is a strong need for trust building before members can take advantage of opportunities like those presented through Golden Sierra or Sierra College. Community partner organizations are essential in bridge building for our most marginalized communities. Additionally, many single parents have a difficult time receiving childcare support. Dual-income households are often reduced to single-income households because childcare expenses outweigh the benefits of a second income. Households do not always have one or more vehicles for members to utilize separately. Career opportunities do not equal the number of qualified applicants. Equitable access to training and development, both through traditional education methods (college, university, trades, etc.) and internal development, are necessary for advancement.

Here are some inclusionary pathways to help navigate through the barriers:

6. Employers' Barriers

Employers identified the increased costs associated with high-quality jobs as one barrier to offering these positions. Some noted the recent increase in minimum wage and rising health insurance premiums as challenges to sustaining their employed workforce.

In the direct feedback we received from landowners/farmers, policies limiting land use makes it difficult to grow their businesses, therefore inhibiting their ability to advance employees from part-time to full-time, as well as offering year-round employment.

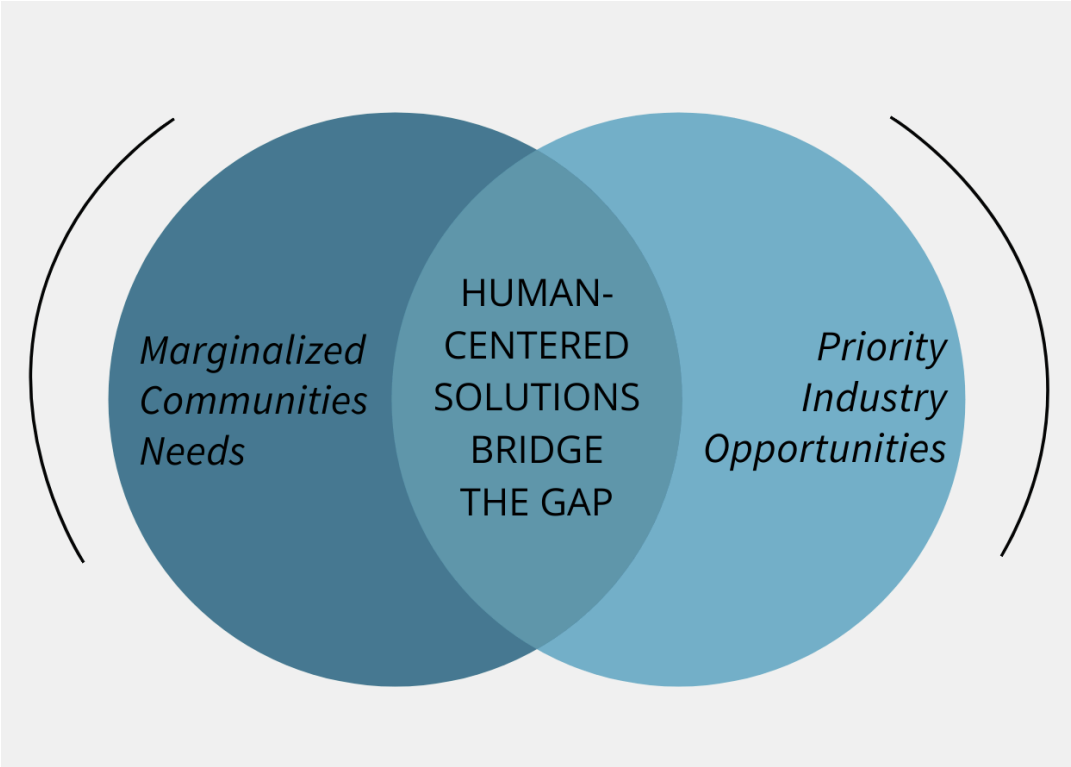
Limited time and resources for on-the-job training and a lack of a training agency that leads industry-specific education classes create additional barriers to finding and/or training employees with potential skills.

Growth Factory early-stage technology startups are resource-constrained but need strong tech talent to build a viable company. They struggle to find individuals with the level of technical skills needed (software engineers, coders, UI/UX designers, data science, systems engineering, Cybersecurity, etc.) and, at this early stage of company building, they struggle to compete on wages, benefits, and structured professional development. Small businesses and brick-and-mortar

companies have expressed difficulty in finding and keeping reliable entry-level employees, and they struggle to afford wage increases. They see an opportunity for growing entry-level employees into management positions, but with high turnover, they struggle to invest in talent.

IV. Industry Sectors Reflections:

1. Industry sectors with the most opportunity for quality jobs in this subregion



No matter which industry sectors we choose to prioritize, what matters is that we create inclusive pathways to meet the marginalized communities at their point of need. There are systemic barriers that actively prevent people of color, women, people with stigmatized immigrant statuses, and in certain zip codes from education, home ownership, and quality jobs. It is clear that the trickle-down effect of traditional economic development does not work. It is of paramount importance that we design California Jobs First around the needs of the disinvested communities and create a viable onramp to green jobs for all by centering the needs of the marginalized.

Workshops in El Dorado County identified that ag-tech, food-tech, and “working lands” value chains have the most opportunities for growth. Our region’s Mediterranean climate lends to the

historic success in agriculture. From pears, to apples, to grapes, our community landowners have adapted crops to remain relevant and grow economic opportunities in our region. We have an estimated 100,000 acres of farmland. Concurrently, late-season freezes and smoke from wildfires have taken a toll on our leading regional crops (apples and grapes), while ongoing timber sales and societal increase in harvesting local, traceable meat products have increased our livestock industry.

The Placer community's conversations surfaced three sectors with the most interest or perceived opportunity: Healthcare, construction and the trades, and precision manufacturing (chosen by traditional economic development stakeholders).

Small business communities are seeing a lot of traction and regional resource opportunities across ag tech, food tech, and biomedical innovation – This is driven by 5 major healthcare systems, UC Davis as an academic research institution, entrepreneurial development organizations like AgStart, Growth Factory, and Alchemist CDC, and industry leaders like Thermogenesis, Bayer, and HM Clause contributing to this momentum, creating a diversity of talent needs and a huge and growing market opportunity.

We are also seeing momentum in advanced business and tech. Technology is now, or soon will be, a critical component of all industries – training a skilled tech workforce is critical to the viability of our economy and the ability for high-growth companies to build here. Partners like Sierra College and Sacramento State are working to align education, certificates, and degrees to industry needs. Growth Factory is seeing strong momentum with early-stage companies like Unstructured, which is an AI/data-related startup based in Placer County. In fewer than two years, Unstructured has raised $60M and has over 50 employees.

Supporting local entrepreneurs, including marginalized BIPOC, in launching and scaling viable and high-growth tech, food, and local-serving companies looks promising.

As reported by the Brookings study, in 2012-2022, the economy grew by 80%, and its fast growth was attributed to our local-serving industries, so local-serving job opportunities should not be minimized.

Here is a summary of the most promising local-serving job opportunities:

Local-Serving Job Opportunities

Workforce Development and Small Business Support Across all Sectors

Healthcare

- Bilingual Community Health Providers, LLC
- NGOs/collab to get hub for MediCal billing
- Talent pipeline management collaboratives
- EDCoE nursing assistant program
- Sierra College training programs

Construction & Trades

- SBDC – Project Equity
- Construction/renewable energy installs
- Integrate CTE into more local high schools
- Sierra College CTEs increase inclusionary strategies (Language, transport, cost subsidies)

Hospitality & Tourism

- Boost regional ag tourism
- Ag start-up training at Ag Center
- Collab w/ land trust, tribes, trails create diversified tourism
- Update land use policies for diversified land uses

Government

- Get BIPOC leadership in government
- Center BIPOC leadership trainings & pathways
- Increase CivicSpark internships
- Policy reform addressing systemic inequities (Young leaders. Adv. Co.)

And a snapshot of industry-aligned projects:

Industry-Aligned Projects

Workforce Development and Small Business Support Across all Sectors

Working Lands Value Chain

- Crops, livestock
- Wood economy
- Tribal stewardship
- Wildfire adaptation (Coyote Crew)

Precision Manufacturing

- Local hire provisions (ie: Bosch)
- Free Sierra College Training for workers with barriers

Ag-Tech, Food-Tech & Biomed

- Invest in our strong farming community
- Indigenous nutrition
- Lincoln High School CTE Ag
- Sac State Placer Center
- Sierra College / UC Davis aligned degree pathways

Advanced Business & Technology Services

- Training skilled tech workforce
- Sierra College
- Growth Factory scale local tech companies
- Community Benefit Agreements

SIERRA BUSINESS COUNCIL

2. What industry sectors demonstrate challenges with achieving quality jobs metrics/workforce training gaps?

Across all industry sectors, people of color, particularly Latinos, have much higher rates of poverty than whites, thus a demonstrated challenge is racial inequity. Unemployment is low/ people are working, but the opportunities are limited. Workers of color are less likely to occupy higher-ranking positions than white people, yet they fill the lower-quality occupations, with Latinos making up the majority of workers in food/farm, restaurants, tourism, housekeeping, landscaping, and construction, all of which need workforce training for Latinos. Also, in hospital-related jobs, there are workforce training gaps or affordability issues, meaning the marginalized can't afford to quit their low-quality jobs to do the training and move forward in a new health-related career.

In El Dorado County, nearly all industry sectors except healthcare and renewable energy encounter barriers to achieving quality jobs. As outlined earlier, the increasing cost of doing business, the barriers to land use for growth, and the fragmented approach to streamlined collaborative efforts to growth all create impediments to job creation. Ag and Tourism are very important industries but provide low quality jobs, in the current economy's configuration.

3. Reflections on Industry Cluster Research Data

It should be noted that, while these statistics indicate disparities, we also know that this data is more than likely severely understated, as we can assume the information was collected from county residents with temporary or permanent citizenship, and, thus, does not account for our immigrant population. In review of the statistics regarding the number of jobs per population, there is no qualifier detailing the quality of these jobs per individual.

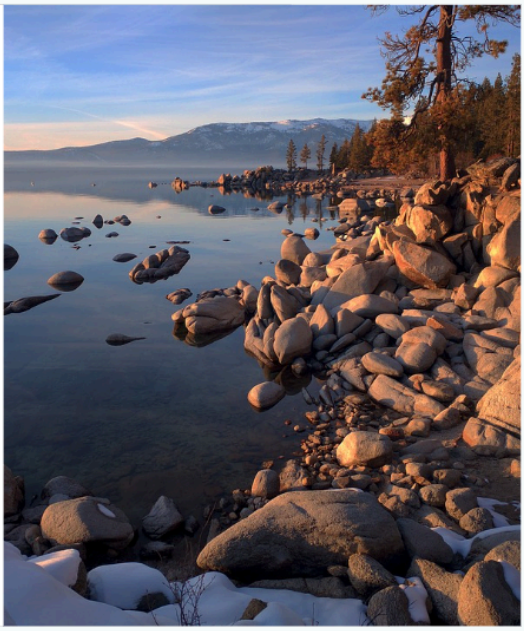
Specifically regarding the tradeable industry clusters, our subregion has a strong agriculture community that, given an increase in funding, could feasibly grow jobs for many disinvested community members and produce tradable output. The other sectors seem to intentionally align with funding objectives driven from the top down, rather than being intentionally "human-centered" around the disinvested needs. Based on our feedback/outreach, a balance between tradable and non-tradable sectors needs to be struck, and, across the board, constituents believe the funding should go to build inclusive pathways. If we do not strike this balance, this is just more traditional economic development and does not significantly grow support for marginalized community members to secure the jobs that are created.

We need long-term strategies that reach back into K-12 schools across all communities to address and close significant education gaps and provide students with awareness of, and access to, pathways that prepare them for high-quality jobs. Let us give water, sunlight, and air, as represented by the logo of We Prosper Together, to the ones who tend the land, grow and cook our food, clean our buildings, and

serve our communities. Let us remember our foundation: Up to this point, the Capital Region's growth and prosperity have been driven by its local-serving industries, and so we should not look to tech and manufacturing as the savior, but, rather, create a culture that values all life and includes those who have been serving our local community while being actively excluded from our region's wealth.

In Summary:

- **Increase income levels and baseline employment by and for local BIPOC**
- **Shift the narrative- Effectively engage disinvested communities working through their grassroots partners**
- **Empower disinvested with education, training, financial literacy, jobs**
- **Provide basic support systems (housing/transport) to transition marginalized into new careers of quality (fully supported pathways)**
- **Bilingual Small Business TA with focus on worker-owned (LLCs)**
- **Big business/government help small. Require local hire provisions + trainings**



"Together, we are working towards a shared and prosperous economic future where zip code, race, gender, or immigration status do not dictate income or wealth."

Maria Cadenas, Director, Ventures, CERF Pilot Funding Awardee

Appendix A: Community Events

Community Events and Engagement Opportunities List

September

- Research Committee
- Funded partner contracting
- Hire dedicated Project Manager, Sarah Isabel Moe, 09/18/23
- Placer County Economic Development Board presentation, 9/19/23
- Funded Partners kick-off meeting, 9/28/23
- Begin stakeholder mapping

October

- Begin outreach and presenting at events
- Valley Vision introductory meeting, 10/2/23
- Alchemist CDC collaboration meeting, 10/3/23
- Business Subcommittee, 10/4/23
- Tribal Elder brainstorm (Nisenan/ Washoe), 10/6/23
- Table at GFX event @ The Grounds, 10/5/23
- Placer Valley Chamber, 10/6/23
- Regional Economic Development Board meeting (zoom presentation)
- Placer Collaborative Network event @ The Grounds, SBC presentation & flyers, 10/12/23
- CA Economic Summit, presentations, 10/12/23
- Western Growers/ CA Department of Food and AG @Sierra College, 10/13/23
- El Dorado County Tourism meeting, 10/13/23
- Nevada County California Jobs First Kick off & Summit 10/26/23
- Regional and Subregional monthly meetings, 10/24/23
- The Sierra Fund and Todd Valley Miwok/Maidu Cultural Foundation Tribal outreach strategy sessions, 10/25/23
- Latino Leadership Council meeting with ED, 10/26/23
- Apple Hill Farmers Association and EDC Farm Bureau meeting, 10/27/23
- Livability Summit, Sacramento, 10/30/23

November

- Monthly regional and subregional meetings, 11/15/23
- El Dorado Economic Development Meetup with Kyle Zimbleman, 11/1/23

- Regional Economic Development Stakeholder meeting (Zoom), 11/1/23
- California Jobs First Research Collaborative Research, 11/1/23
- PCF/SBC strategy meeting, 11/2/23
- Maidu Miwok Cultural Foundation ideation, 11/3/23
- PCF Nonprofit Leadership Summit, tabling/flyers, 11/7/23
- Growth Factory/SBC Strategy Session, Innovation Lab Roseville, 11/8/23
- Women Who Care Placer, 11/9/23
- Valley Vision Coordination meeting, 11/13/23
- Brookings Research presentation, 11/13/23
- Roseville Rising (Social Impact Entrepreneurship), 11/14/23
- PCF Board meeting presentation, 11/16/23
- SBC Board meeting presentation, 11/17/23
- Growth Factory Focus Group @Roseville Venture Lab, 11/21/23 (5 attended + 1 facilitator)
- Tribal Roundtable California Jobs First, 11/28/23
- Industry Sector Memo socialization, funded partners, 11/29/23
- California Jobs First Community of Practice, 11/30/23

December

- Growth Factory interview, Zoom, 12/4/23 (Marcie Shelton)
- Monthly Regional and Subregional Meetings, 12/13/23 - Brainstorm talent pipeline
- Arrange focus groups and interviews, add actual date + data to stakeholder map
- California Jobs First Business Subcommittee, 12/6/23
- Growth Factory presentation - Regional Econ Dev stakeholders meeting, 12/6/23
- Latino Leadership brainstorm, Dec 11, 2023
- Growth Factory focus group @Roseville Venture Lab, Dec 12, 2023
- Golden Sierra brainstorm, December 13, 2023
- Campaign for Community Wellness, PCF, Auburn, Dec 8, 2023

January

- Monthly regional and subregional meetings
- Placer Community Foundation, Prosper Placer, workshop #1, January 31, 2024
- Regional Economic Dev Stakeholder meeting Jan 3, 2024
- GF Stakeholder engagement session - 1/11/24
- Master Gardener, Working Lands, Landscape Ideation Workshop, Colfax, Jan 19, 2024
- Golden Sierra focus group
- Healthcare Deep-Dive (including mental health and poverty mindset)
- GF Stakeholder engagement session - 1/25/24

February

- GF Stakeholder engagement session - 2/8/24
- Placer Community Foundation, Workshop #2, Roseville, February 9, 2024

- El Dorado Community Foundation Ideation Workshop, Placerville, Feb 14, 2024
- Monthly regional and subregional meetings
- Draft summary of needs/SWOT/gaps, 2/28/23
- Black History Month event presentation
- Latino Leadership Mothers Circle focus group
- Sierra Native Alliance focus group
- GF Stakeholder engagement session - 2/29/24

March

- Monthly regional and subregional meetings, summarize inputs
- Placerville/ Apple Hill Ideation workshop, March 7, 2024, Blue Meadows Farm
- Growth Factory/Roseville Venture Lab Ideation Workshop, 3/8/24, 3-5pm
- Vintners Roundtable
- Local events and ads to solicit input and feedback on draft project list, March 11-22
- GF Stakeholder engagement session - 3/21/24

April & May

- Continue to attend meetings with Valley Vision and consultants, CSS, as well as with the state (as we shift into the new contract phase)
- Continue meetings with project leads to shape up projects
- Attend meetings with other subregional leads TPC and ERC

Appendix B: Project Ideation

New Projects Identified in Focus Groups/Interviews

These projects were identified in one-on-one interviews and focus groups with targeted community members. These concepts are in early planning stages without established key partners, timelines, or funding sources.

Set up programs for larger businesses to benefit from supporting/buying from smaller businesses. Then support smaller businesses with the financial means to hire entry level workers or interns.
College /HS to small business internship funnel
Putting Pride into the Trades - Contractor test in native language/access
Marketing & expansion of career centers, bilingual services
Create referral program/outreach on We Prosper Together - table at First Fridays, local events/table with HHS - spread through trusted community leaders
Compassion Planet - turn ranch into training for foster youth / find ADUs for youth to rent room

Oakmont Health Careers Academy expansion
Health Education Council expansion
Expand government leadership positions to include DEI / expand SaCOG DEI work
Koinonia Homes for Teens
PCOE/daycare business support / First 5 - easy business to start with good income
Afghan and Ukrainian/Russian Communities ESL & career skills classes
Placer County Youth Coalition
Partner with CA Conservation Corps - land back/ management
Accessible health care proximity to rural populations, accessible for languages/cultures (currently communities wait to seek care until an emergency)

New Projects Developed in Ideation Workshops

New Project Ideas from February 9th Ideation Workshop - Placer Community Foundation

These project ideas were mostly developed during the workshop and are in early planning stages without established key partners, timelines, or funding sources.

AI Bootcamp/ AI tool education
Experiential learning
Apprenticeship with Bosch for next 10 years to support job growth
Housing - A rent for service exchange network
Childhood dev program at City College supports childcare collectives/ teach running childcare business
Students/families grow gardens in yards
Elders food/nutrition support
Indigenous + community garden to teach about Indigenous agriculture
Coop development specialist- support marginalized in coop starting/participation
Nature restoration- Fish project/water project/indoor food growing/forest management
Golf into gardens
EV charging stations

Refugee Programs - 1 year of ESL, job skills, residency
Truck driver jobs need to provide training in other languages and ESL
Create collaborative for organizations for doing trades to work together
Gamify workforce development for kids
Summer paid internship programs for youth
Crisis Nursery to take in babies/kids for emergency childcare
NCCT out of Rancho- Construction training for free, placed in union trader, carpenters, solar, electrical, plumbing
Electrician certification at Sierra College
Root and REbound out of Oakland - Tax credits for business that hire previously incarcerated
More BIPOC employer support
Cultural expos for more support of BIPOC communities/ multicultural
Farm to school and farm to food bank
Youth career path internships
Elder nutrition support - cook commodities provided by tribal grants
Training for Indigenous people as firefighters/ monitors
Rincon de Las Comadres - making, empowerment, art
Grey Water Installation Training-Sierra College Industrial Arts can train students
Arts Education & Training pipeline program - Artist residencies for BIPOC
Expand public transport to Sierra College 7.30a-10pm enabling DEI access to career/technical skills
Artists studios focus on tourism, place making, belonging
Catalytic Thinking Labs: Research Interns for community social innovation: Experiential learning program for youth and adults
Unity for Equality
Dream.org- Green for All, black and brown leadership/entrepreneurship programs
Women's Earth Alliance - Regenerative agriculture and health accelerator

New Project Ideas from February 14th Ideation Workshop - El Dorado Community Foundation

These project ideas were mostly developed during the workshop and are in early planning stages without established key partners, timelines, or funding sources.

Project Name	Overview	Workshop Attendee Feedback

Growth Factory - Youth Innovation	Paid internships for late high school/early college that facilitate real-world experience in ideation and market validation, product development and production, gym, and business operations	Make sure parents feel accepted asking for help with teens to promote at-home growth
Standard Training Curriculum & Resource Guide	Community/resource/health navigators positioned throughout the county at various agencies, ensuring all residents have an access point and are able to learn about available opportunities	
Cameron Park Health Center	Construct a multi-speciality community health center in Cameron Park to ensure high-quality services. This would add jobs, provide essential health outcomes, and would be financially sustainable through operations once constructed	Connect to Georgetown, Tahoe, Grizzly Flats
Integrate Local Community Healthcare into Electronic System	Connect disinvested individuals to the larger regional healthcare system by integrating local community health center into the standard electronic health record system	
Arts Ed Center/Cultural District	Employment for local art instructors, support community connection and resilience, offer training in carpentry, welding, design, drafting, writing, wood-working, ceramics, fiber arts; access to all communities with partnerships with Indian Ed and SSBMI, a performance arts space and event center	
EDC Small Business Resource Center	Modeled after Placer County's, offer resources to existing and new business owners	
Community Garden Program	Teach ag and business skills to youth and disinvested communities, food grown within the program could help self-sustain the program, potential for a permanent farmer's market location	

Youth Mentoring	Professional and trade mentorship and career exposure to students in elementary and middle school	

New Project Ideas from March 7th Ideation Workshop - El Dorado Community Foundation

These project ideas were mostly developed during the workshop and are in early planning stages without established key partners, timelines, or funding sources.

Project Name	**Overview**	**Workshop Attendee Feedback**
Native Plants for Food	Indigenous food knowledge shared, and encompasses medicine and art	Hire Indigenous people to teach/share, connect with Lauren Hernandez (Alvarado-Gill), connect with Foothill Indian Education Alliance, Luli Velasco
El Dorado County FireSafe Community	Create a FireSafe Community	
Latino Culture and Event Center	Music, art, concert center that fits 5,000-10,000 people	Would create jobs, sugar skull art walk/Day of the Dead, funding source through National Endowment Fund, build belonging
Career Education through Community Colleges	Workforce development at the community colleges that is directly linked to regional industry needs	Include foster youth, career-ready for jobs immediately, begin at the high school level

New Project Ideas from March 8th Ideation Workshop - Growth Factory

These project ideas were mostly developed during the workshop and are in early planning stages without established key partners, timelines, or funding sources.

Single Mom Strong could lead a public–private partnership to build a dynamic data dashboard to surface insights re: need for / access to childcare and provide decision data on how and where to invest resources in order to close the gap.
Connect with future Early Childhood Education professors through colleges and universities. Connect with childcare programs like Headstart and CA Education for Young Children.
Job Programs through community colleges and local universities to support talent requirements.

Internships with local corporations and startups to ensure students do not need to leave the region after college.
Pilot programs with corporates to activate buy-in to connect entrepreneurs to mature organizations.
Cooperative pilot manufacturing shared best practices to teach students about emerging startups.

Existing Early-Phase Projects Presented at Ideation Workshops

Project Ideas Presented at February 14th Ideation Workshop - El Dorado Community Foundation

These projects were presented and workshopped by attendees during the Ideation Workshop. While many are in the early Planning Phase, they do have an established lead partner and an initial project scope.

Project Name	**Project Lead/Partners**	**Project Overview**
Grizzly Flats Community Center	South County Alliance	A 20-acre parcel has been secured to build a community center in the Grizzly Flats community which was completely destroyed by the Caldor Fire. Rebuild has been slow, and this milestone project would encourage economic rehabilitation and would feature green building practices.
Grizzly Flats Biomass Plant	El Dorado Community Foundation, US Forest Service	This project is in early discussion stages with the USFS a potential 20-acre parcel has been identified to house a biomass facility. This facility would result in Caldor Fire clean up, vegetation management, fuels reduction, and clean energy sources. Additionally, it would create jobs in a community devastated by wildfire and develop the rural community.
Diamond Springs Teen Center & Sports Complex	Boys & Girls Club of El Dorado County Western Slope, El Dorado County	This would be a 40-acre park with a teen center where no other park currently exists. There would be equitable access to sports leagues and physical activity for all community youth and job training/skills for teens. The project would feature green building techniques with the possibility of solar.
Medical Assistance	Marshall Medical	This program would be offered through EDCOE

Program	Center, El Dorado County Office of Education, Charter Adult Education	and successful completion qualifies individuals for the State of CA certification exam. Locally there is a high need for medical assistance and this would lead to high paying jobs for local residents who could be trained and then employed locally.

Project Ideas Presented at March 7th Ideation Workshop - El Dorado Community Foundation

These projects were presented and workshopped by attendees during the Ideation Workshop. While many are in the early Planning Phase, they do have an established lead partner and an initial project scope.

Project Name	Project Lead/Partners	Project Overview
Ag Center	Ag in the Classroom	This expanded vision of Ag in the Classroom would include content for kids and adults and feature a 1.5 acre community garden. Programs for kids would include environmental science and FFA partnerships. Programs for adults would include mentorship, education, incubator, and community support for food/ag/health entrepreneurs, and water and land rights education for farmers.
English language and Job Training	El Dorado County Office of Education, EDCF, Asociacion Guadalupana	El Dorado County Office of Education and Asociacion Guadalupana both teach ESL classes, but these classes are full and don't have ongoing sustainable funding. Funding will allow expansion of ESL classes and new classes on citizenship support and job skills training. This empowers marginalized populations to fill local jobs.
Food for Farm Workers	24 Carrot Farms, La proMesa Familiar	This program would allow local farms to support local workers by providing locally grown food for the most marginalized and discriminated residents. This program could add education and supportive partners like First 5 and community resources to provide holistic support.
Apple Hill Jobs Resources & Training	El Dorado County Ag	This program would be located at Folsom Lake College and provide programs in viticulture and

		ag-tech while connecting resources and workforce with the agriculture community. This would attract and retain trained workforce.
Foodom	Foodom - Our Cooks, Your Kitchen	This business idea brings chefs into private homes to prepare healthy meals starting at $5 a portion. This business could support local chefs with a livable wage and regular business hours.

After projects were presented by Project Leads, the workshop attendees participated in a Conversation Mapping Cafe and gave feedback on how to ensure projects were aligned with four California Jobs First Priorities: Disinvested Community Support, Sustainability & Climate, Create or Increase Access to Jobs, and Connects to Other Funding Sources. Feedback given on each of these projects can be found here.

Appendix C: Latino Outreach

Findings from Latino Outreach

Theme: Prioritize Bridging the divide between the Haves and Have-Nots

In our outreach, we have found the principal economic challenges for the historically marginalized are centered around lack of resources, time, and, therefore, freedom to make the changes necessary to get a “high-quality” job.

From the Latino communities, when asked what inspires them most about a thriving community where everyone prospers, we heard responses that pertained to basic support systems needed to simply have a way to get out of survival mode. The concept of thriving or getting a “dream job” is far out of reach from their present reality. These communities often work several jobs just to make ends meet, and, because of all their hard work, that sometimes means they’re just above the poverty line and, thus, ineligible for assistance.

Theme: Re-working Assistance Programs to Bridge to Success

Assistance that supports the marginalized to transition into thriving and prospering does not mean pulling the rug out from under them once they barely get above water. When injured or dealing with an emergency, many Latinos lose their livelihood completely. There is a need for support for mothers. There is no paid support for caring for an infant, unless they have a full-time, benefited position, which, of course, most of them do not, nor paid days off to go to appointments if they work when offices are open for appointments. The minimums for assistance programs need

to be reworked and interwoven with training and education stipends for those living on the margins historically.

Theme: Education

Latinos work full-time and most often without benefits. They are tired by the time they finish work each day and lack time and money to study. Let's tell their stories! Yet, they truly wish to study and get onto a career track that is well-paid. There needs to be an onramp for them to transition from hard labor that has no benefits into the "high quality jobs" that this program wishes to create. There is a need to help them access training/education and develop the pathway out of poverty, including mentorship and guidance in both choosing a track that is aligned with their purpose in life, desires and skills and also in obtaining the education/ training and paid internships needed to move into the high-quality job.

The education onramp and support in getting onto a successful career track is needed, both for the parents as well as the children. The youth often suffer from depression or lack of vision because, with the lack of resources, how can they finish college? They need access to funds to help them mentally prepare and succeed in the traditional educational system, the trades, or other high-quality career paths.

Opportunities for Latinos:

The opportunity that most suits the needs of Latino communities is creating bridge funds. The use of California Jobs First funding should be targeted at a fund that provides access to information (eg: a person/kiosk accessible where the community gathers like schools, stores, clinics, churches) about career tracks, support, mentoring, and funding to get on that track. People must stabilize before they can prosper, so a fund for emergency situations or to help in times of need (injury, illness, etc) for those currently working without benefits is foundational to equity. This fund could be part of business/sales or property tax or another mechanism that is designed to spread the wealth in Placer and El Dorado counties to those who are at the very bottom of the economy. We need to develop a funded pipeline that connects the companies in need of workers, improves the workforce development communication/outreach in the Latino community, and begins with career track mentoring leading them into a funded pathway from working 50 hours without benefits to studying (including multi-lingual education), to paid internships. The fund can find matching dollars from the companies to California Jobs First Dollars, in the priority industry sectors (Construction/ Trades/ Hospitals/Health Care Tourism/ Fire/Forest/Farm/ Food/Business), with support for them through each of the steps. As they begin to work and be paid in their new track, they ween off the fund and into their own wages and benefits. For those without a Social Security number, access to the emergency fund for health care, time off, and emergency needs is the minimum that can be done to create "equity" and an onramp to material stability.

In summary, the basic pillars of support should be provided for all. That is the first step in creating an economy where we all prosper.

Safety and tech access/ internet in neighborhoods

Education/ training/ internship opportunities to open up pathways to quality jobs

Support for teens to prepare for higher education and career path

Access to health care including preventative care and child care (support for mothers)

Guidance and outreach to provide access to information in regards to workforce development. Create a pilot to take x# latinos through whole process from mentoring/study/internship/into a new career with benefits