

# Regional Table Meeting

## Valley CERF

Thursday, March 21  
1:00 p.m. - 3:00 p.m.



CENTRAL  
VALLEY  
COMMUNITY  
FOUNDATION

# Agenda

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- **Welcome**
- **Valley CERF Major Workstream Updates**
- **Community Engagement Overview**
- **Community Engagement Breakout Room Activity**
- **Report out**
- **Wrap up & Next Steps on Community Engagement**
- *Optional Catalyst Evaluation Scoring Rubric Survey Responses*

# Regional Table Agreements

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- **Seek first to understand, then to be understood**
- **Equity focus always**
- **Space and grace**
- **Status quo is not equity**
- **Think outside of your silo**

# Updates on *ALL* the things

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Valley CERF Rebrand

Regional Work Groups & Spring Sprint

Catalyst RFP

State Announcements

# Valley CERF Rebrand



Valley CERF

Community Economic Resilience Fund

English

Español

HOME

ABOUT

PARTNERS

GOVERNANCE

ENGAGEMENT

CONTACT



Sierra San Joaquin Jobs, also known as “S2J2”

# Regional Work Groups

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- Over **250** suggestions from across the four-county region
- Need to organize and develop **structure**
  - Engaging technical expertise to help us wrap our arms around this opportunity
- Establishing **roles**
  - **Work Group Convener(s)**
  - **Facilitator**
  - **Technical Experts / Data**
  - **Workgroup Participants**
- Regional Work Group launch date - *first week of **May 2024***

# Catalyst RFP



- Ad-Hoc meeting to finalize Catalyst RFP Evaluation Scoring Rubric and process
- Goal is to have these items complete before the close of the RFP period

The poster features a background image of a rural landscape with green fields and a blue sky. At the top, the Valley CERF logo and name are displayed. Below this, a large orange banner contains the text 'Catalyst Request for Proposals'. Underneath the banner, the text 'OPEN NOW until April 30, 2024' is written in a bold, dark green font. At the bottom, contact information is provided in a smaller font.

 **Valley CERF**  
Community Economic Resilience Fund

**Catalyst Request for Proposals**

**OPEN NOW**  
**until April 30, 2024**

For more information, click the link in our bio, or visit:  
[ValleyCERF.org/engagement](https://ValleyCERF.org/engagement)  
For any questions, please email [ValleyCERF@CentralValleyCF.org](mailto:ValleyCERF@CentralValleyCF.org)

# Catalyst Phase Award

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1

California Jobs  
First  
Collaboratives

2

Regional Work  
Groups

3

Regional  
and Local  
Projects

4

Grant  
Administration  
for  
Fiscal Sponsor



# Community Engagement Overview



In June 2023, the Coalition conducted a Request for Proposals to partner with local community-based organizations that can reach out to and engage **disinvested and disadvantaged communities** at the grassroots level. We are committed to **ensuring that communities that have historically been excluded from regional economic development processes participate and take center stage in the Coalition's decisions.**

## Regional

Binational of Central California  
Centro Unidad Popular Benito Juárez

## Kings/Tulare County Local Table

Central Valley Worker's Center  
Tulare Kings Hispanic Chamber of Commerce

## Fresno County Local Table

Central Valley Worker's Center  
Familias Empoderadas  
Jakara Movement  
The Southeast Asian Business Center/Fresno Center

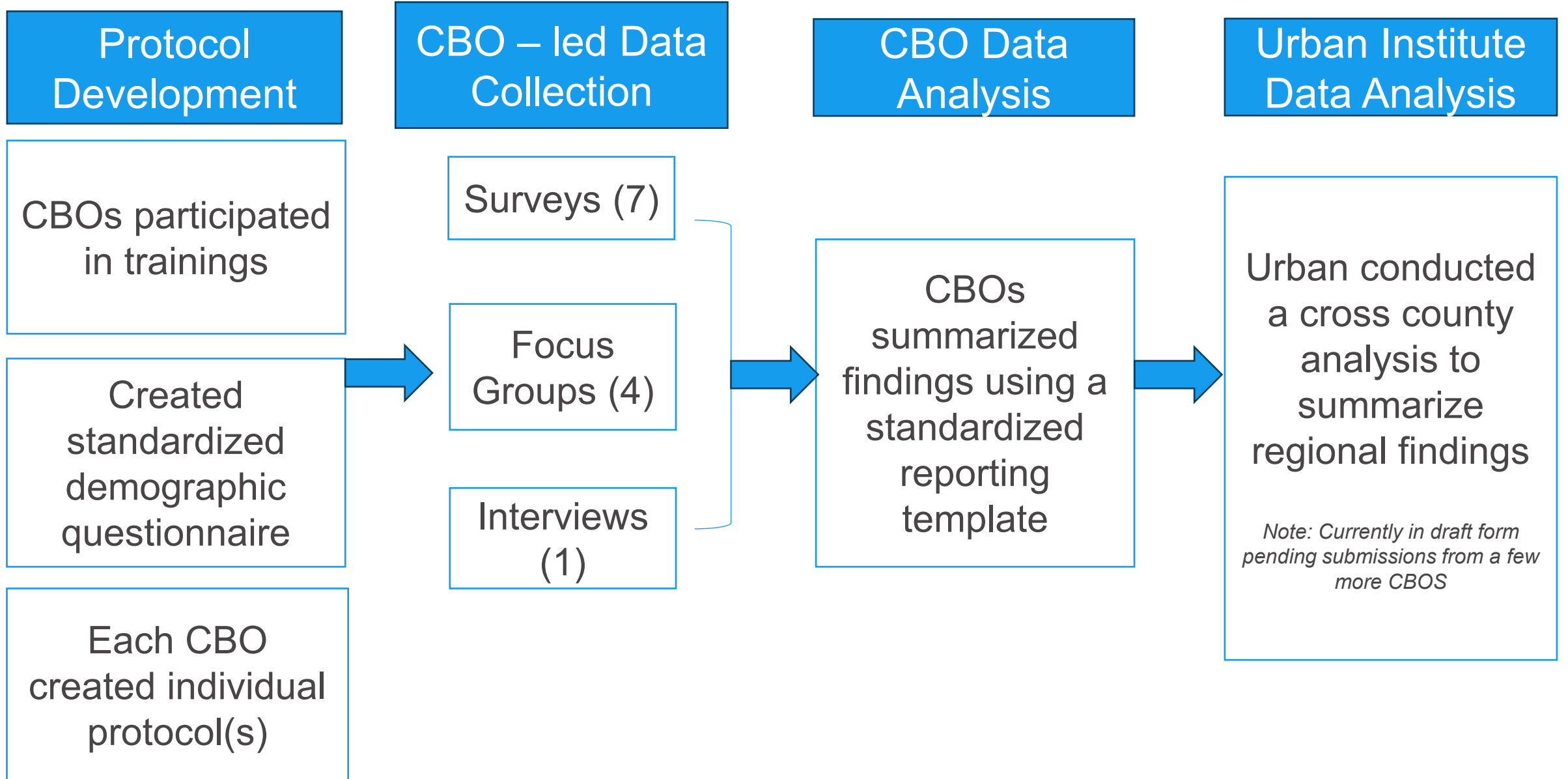
## Madera County Local Table

Youth Leadership Institute  
Madera Coalition for Community Justice Community  
Action Partnership of Madera County



# Findings from the Valley CERF Community-Engagement Process

# Methodology



# Overview of Community Engagement

- **Total # of people engaged: 3,625**
  - 3,498 surveys, 103 focus group participants, 25 interviews
- **Target Populations:** parents, youth/ high school students, farmworkers, rural communities, various communities according to race/ethnicity (Hispanic, Hmong, Lao, Cambodian, Chinese, Southeast Asian, Punjabi, Mixteco, Indigenous)
  - *Oversampled these populations to elevate perspectives from communities that have been historically excluded from planning processes in the region and populations whose experiences are not often captured through broader data collection efforts*

# Demographics

- Most respondents were adults (18 years or older), although two CBOs conducted focus groups with youth populations
- 2 out of 3 respondents were women
- Over 50 percent of respondents identified as Latino/a/x, 17 percent as Asian, 15 percent as White, 2 percent as Black/African American
- Half of all respondents have lived in the area for more than 10 years
- 47 percent of respondents reported not graduating high school, 13 percent have some college or technical training, 5 percent have their associates degree, 9 percent have their Bachelor's

# Regional Findings

# Good Jobs

- Good jobs = financial and nonfinancial resources to secure stability, health, and upward mobility for workers and their families.

*“A good job means I can provide for myself and my family...not living paycheck to paycheck...being able to be independent.”*

(high school student in Madera County engaged by Youth Leadership Institute)

*“A good paying job is something where you pay more than a minimum wage, have consistency of hours, work conditions are bearable and language access is easily accessible.”*

(respondent in Fresno County engaged by Jakara Movement)

# Workforce Threats

- Environmental degradation, pollution, and climate change are risks to workers' health, safety, employment opportunities
  - Farmworkers are concerned by hazards like toxic pesticide exposure and heat exposure. Also noted job stability risks because climate change impacts (heat, flooding) impact crop yield.
  - In Tulare County (n=226) 74 people, accounting for 33 percent of respondents, reported that climate change is the biggest threat to their line of work.
  - Eighty percent of those surveyed by FEVC Fresno (n=81) are farmworkers, and 69 percent of respondents answered that climate change is the biggest issue that will affect their work



# Workforce Threats

- While workers recognize that new technology could mean increased productivity, this benefit for employers is outweighed by concerns of job replacement and instability in agriculture and food service industries.
- Jakara Movement: 35 percent (n=279) of workers felt like tech shifts/skill gaps will be the most significant threats to their work
- Older workers fear that they will experience ageism in hiring as younger workers are seen as more adaptable to new technology
- Respondents to the regional Binational survey hope to see agricultural investments produce more upskilling opportunities for workers rather than more technical advances

# Education and Training

- Most respondents did not know of/were not able to access resources for workforce or skills development.
  - Madera County: 65 percent of English-speaking residents (n=619) and 77 percent of Spanish-speaking residents(n=493) have not been exposed to these programs.
  - Regional Binational survey: 45 percent of respondents (n = 837) want new job opportunities that offer in-person language training, such as an English language class, alongside technical trainings.
  - Desire for apprenticeship opportunities and trade skills training; training on new technology; reskilling programs for industries poised for technological changes, including agriculture; training for jobs in the medical industry

# Education and Training

- Respondents want improved education quality in the public-school system and access to experiential learning, college-level courses, and training in trades to expand potential avenues to success for youth.

*“I want more opportunities for college [level] learning for something that is specific in health care at school.”*

(high school student in Madera County engaged by Youth Leadership Institute)

*“Learning about taxes...teaching us [how to] pay bills.... I think those courses should be at school.”*

(high school student in Madera County engaged by Youth Leadership Institute)

# Housing

- Increases in rental costs and a lack of affordable housing were the most cited barriers to affordable housing in the region. Housing discrimination was also reported by 10 percent of respondents in Tulare and Fresno counties.
  - Familias Empoderadas del Valle Central: 92 percent of respondents (n=99) cited high rental costs as a barrier to housing.
  - Madera County: over 55 percent of English-speaking respondents (n= 619) cited rent rate increases and limited “rental space” as barriers.

*“They are building new homes, but those are fancy and expensive, not for us. I just want a simple home with a nice backyard.”*

(high school student in Madera County, engaged by Youth Leadership Institute)

# Transportation

- Residents want to see an expanded and more reliable bus system, enhanced road maintenance, an increase in cycling and pedestrian lanes, and an investment in ridesharing/carpooling.
  - Most desired public transit improvements: expanding access to rural communities and extending operating times.

*“A good network of bus service is very much needed for the older population who can’t drive or have limited skills to drive.”*

(farmworker in Fresno County engaged by Familias Empoderadas del Valle Central)

# Financial Stability

- A very high number of respondents reported feeling *very uncomfortable* with their month-to-month financial situation, especially regarding housing costs, monthly utility bills, and food.
  - 1 in 3 respondents who answered the Familias Empoderadas del Valle Central survey, and 1 in 2 respondents who answered the Southeast Asian Economic Development Coalition survey felt “very uncomfortable” with their financial situations.

*“Inflation is too high after COVID. Our work hours have drastically reduced and work conditions have worsened...As a single income home with a family of two, my family is struggling to keep up with the basic necessities [like] increasing rent, groceries and health and car insurance.”*

(respondent in Fresno County engaged by Jakara Movement)

# Environmental Health

- Air pollution and water pollution = largest environmental concerns.
  - Fresno County: 54 percent of respondents ranked air pollution as their top concern, 39 percent ranked water pollution as a top concern.
  - Tulare County: 47 percent of respondents are concerned about air pollution and 30 percent are concerned about water pollution.

*“Air pollution is so much that I could barely breathe sometimes. I feel that air pollution is more than water pollution. Water pollution is still manageable as we can get clean water from the stores while clean air is more important for us to breathe. I see less trees and green spaces around my zip code.”*

(farmworker in Fresno County engaged by Jakara Movement)

# Climate Investments

- Extreme weather events (drought, wildfires, heat, floods) were perceived as large threats; communities cited need for governmental support as disasters increase in frequency and severity.
  - Farmworkers are worried that extreme droughts will limit their work opportunities and their access to water.

*“[I want] a healthy environment (good air, safe), good and safe parks to play (actual green grass so kids can run and play), a good and successful future and good health (no valley induced diagnosis [like] asthma).”*

(respondent in Fresno County engaged by Southeast Asian Economic Development Coalition)



Thank you!

# Community Engagement Breakout Room Activity

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- **Each Community Engagement contractor will “host” a breakout room**
- **Regional Table Members will self select rooms to join**
- **Nine (9) rounds of six (6) minutes to engage directly with our Community Engagement Contractors and ask questions**
- **Come back to the “Main Room” for a “Report Out”**

# Next Steps on Community Engagement

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- **DRAFT** synthesis will be shared
- **FINAL** synthesis and individual reports will be uploaded on the Valley CERF website in early April

# Catalyst Evaluation Criteria Scoring Rubric Results



Extent to which the project **advances the Regional Table Principles.**

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**Support the Valley Jobs First regional framework** to build a “Community-Led, Climate Forward Economy” by advancing one or more priority areas: Responsible Food and Ag Systems, Circular Manufacturing, Climate Solutions, One Water, Broadband, Education and Skill Building; Small Business and Microenterprise for the climate economy; and Community Health.

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**Demonstrate the potential to attract additional funding** from local, state, or federal governments; philanthropy; or private investors.

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**Demonstrate use of relevant data**, such as the baseline data provided in the coalition’s Regional Plan: Part 1, to inform the design, implementation, and evaluation of the project.

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**Demonstrate strong partnerships** and collaborations to maximize project impact.

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**Support the unique aspirations and/or meaningfully address the felt needs** of our disinvested and disadvantaged communities.

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**Show responsible use of funds** and reasonable costs through a detailed budget.

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**Demonstrate project feasibility and importance.** [Is the project feasible given the proposed budget, partners, timeline, and objectives? Will the project increase equity and access to opportunities, foster quality jobs, advance a strong and resilient economy, and/or promote climate-positive solutions?]

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**Alignment with State and Federal policies and climate goals** such as: Executive Order N-16-22, Racial Equity Executive Order, Sustainable Groundwater Management Act, Executive Order N-82-20, California Air Resources Board, Scoping Plan, and Justice40 guidelines.

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Total

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- **12** responses
- **3** qualitative responses
- General consensus amongst most criteria
- Complete by **Wednesday, March 27 at 12pm**

# THANK YOU!

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- *April Virtual Regional Table Meeting will be rescheduled*
- *Ad-Hoc meeting to finalize Catalyst RFP Evaluation Scoring Rubric and process will be scheduled.*

