CERF HRTC Meeting
September 8, 2023
8:30 to 10:00am
Zoom Video Conferencing
https://us02web.zoom.us/j/86993468590?pwd=bkRibjZGaCtoSVFZMTNxNEtwN2ZJdz09

Webinar ID:
869 9346 8590
AGENDA

1. Call to Order (Trista Carter)

2. Steps for Language Access

3. Public Comments

4. HRTC Member Comments

5. Review and Discuss CERF Catalyst Fund Framework/SFP (if released)

6. Review and Discuss Process to Determine Strategies

7. Hub Site Status Report

8. Creating a Theory of Change

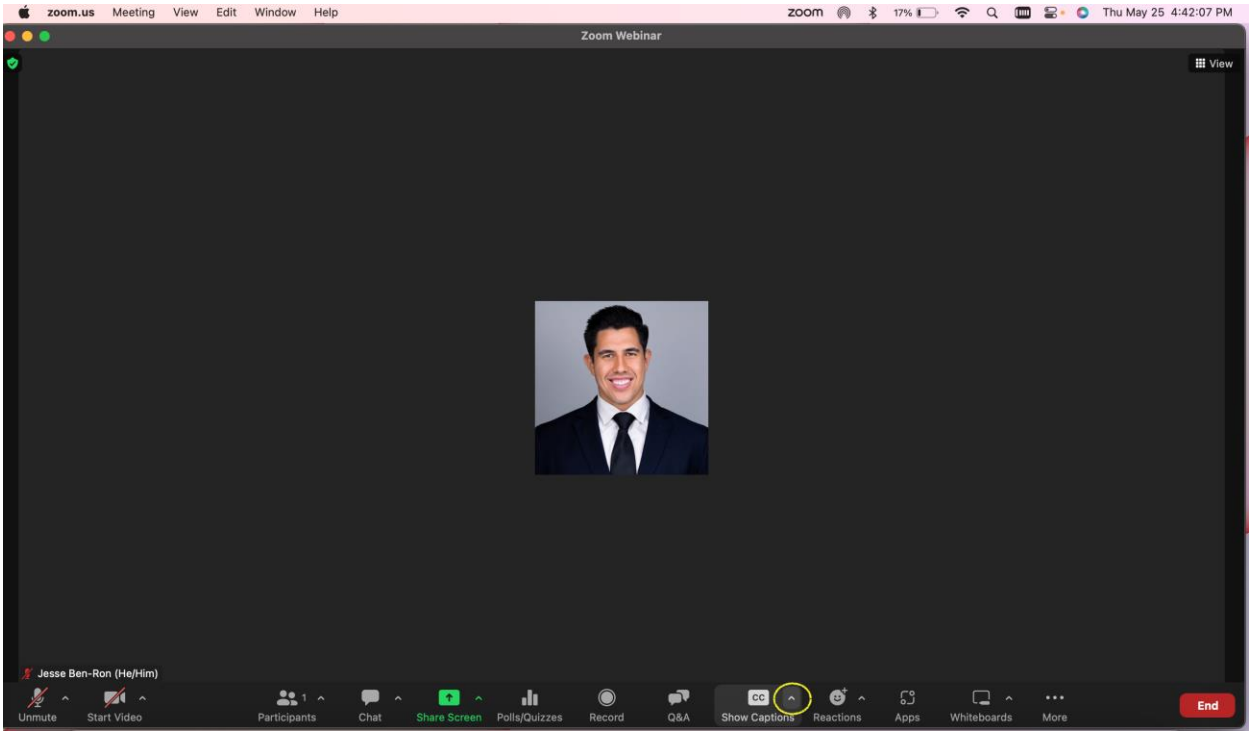
9. Supporting non-CERF related projects

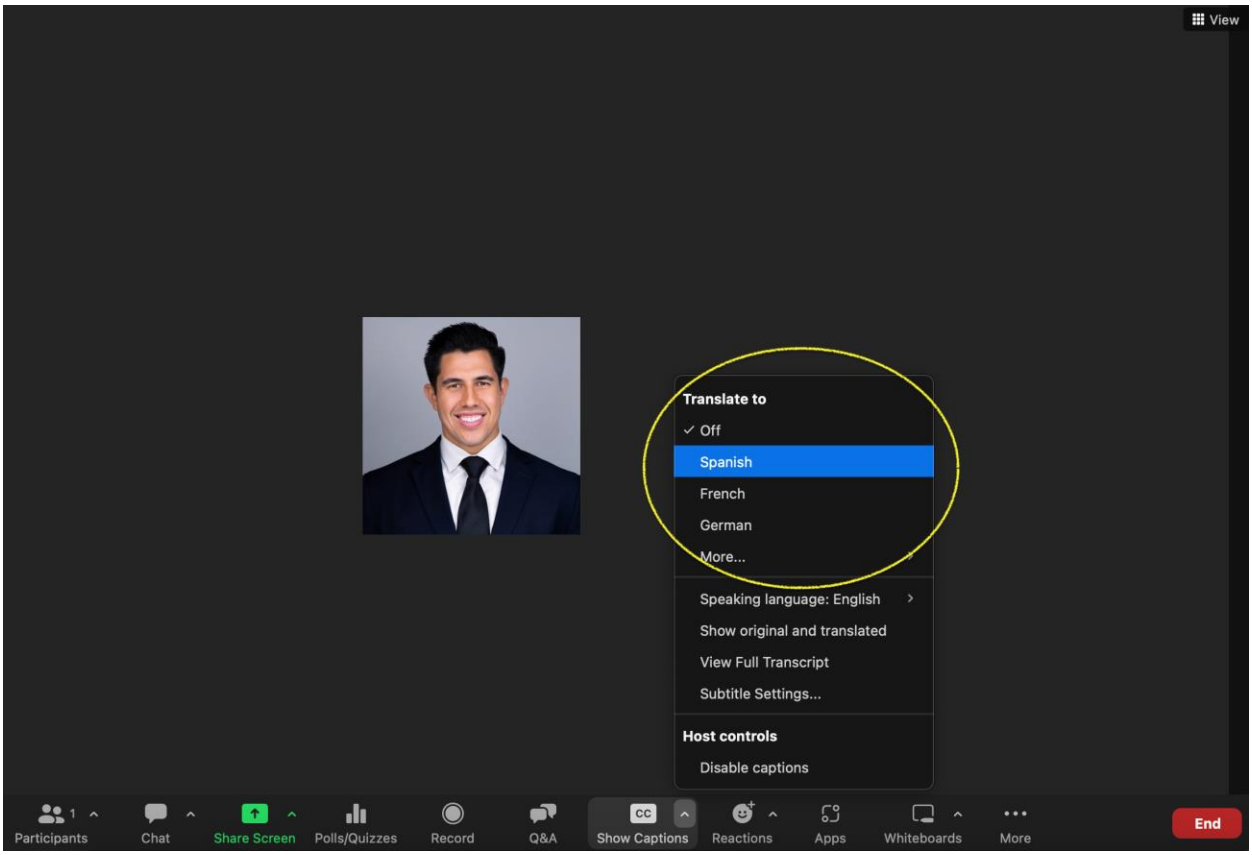
10. New Content for the Regional Plan Part I

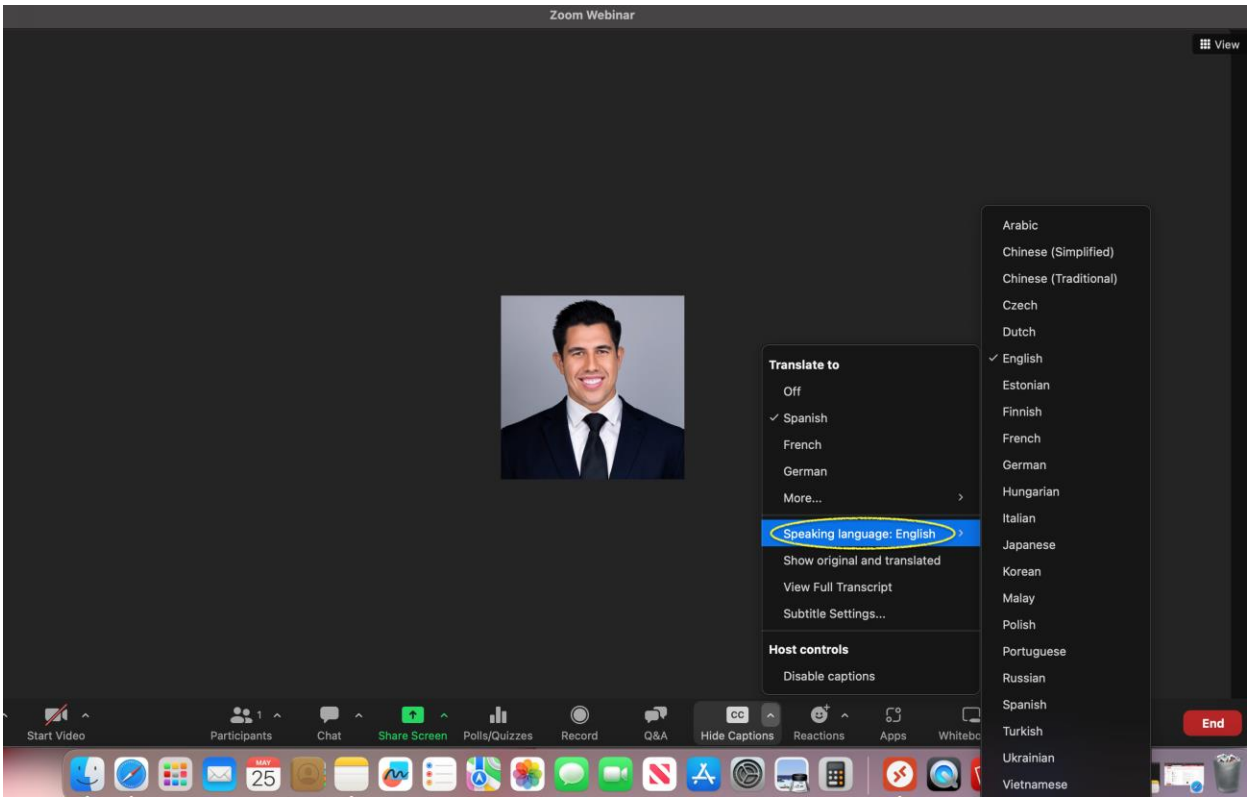
11. Adjourn

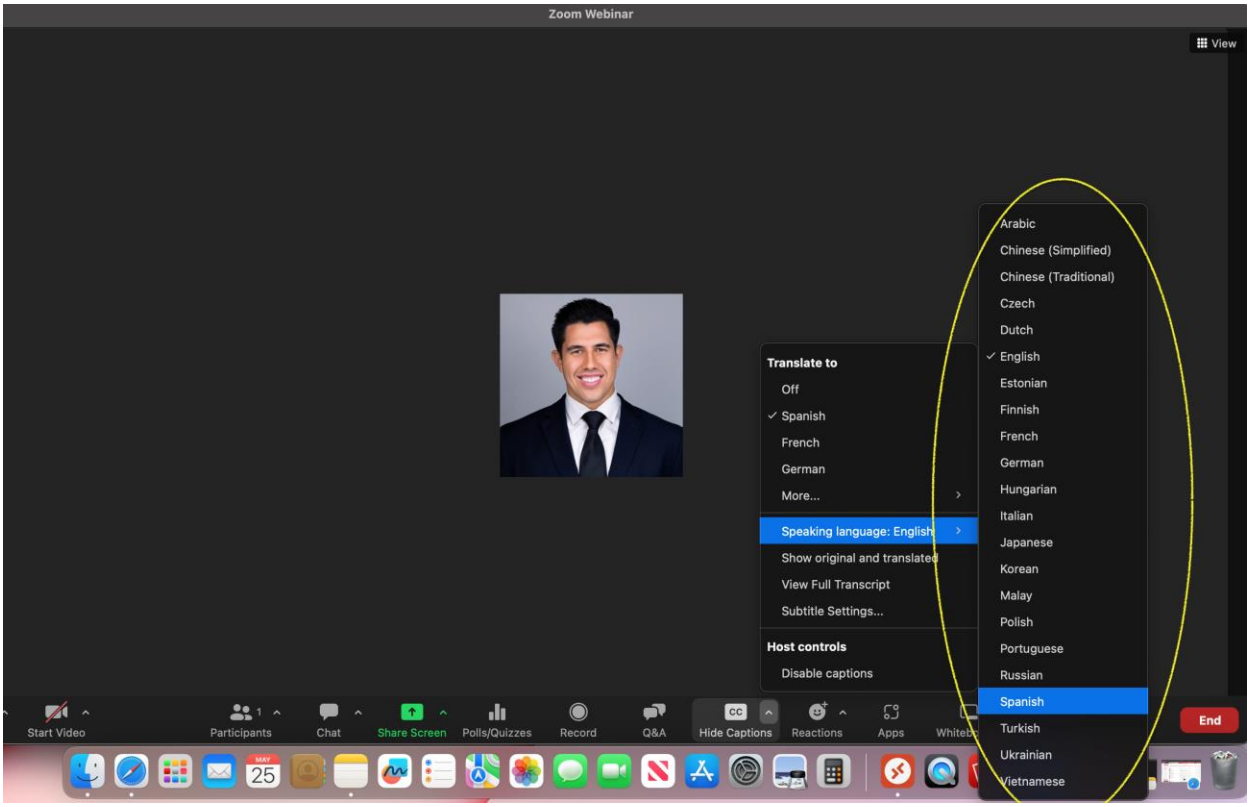
Closed Caption Instruction Guide for Zoom

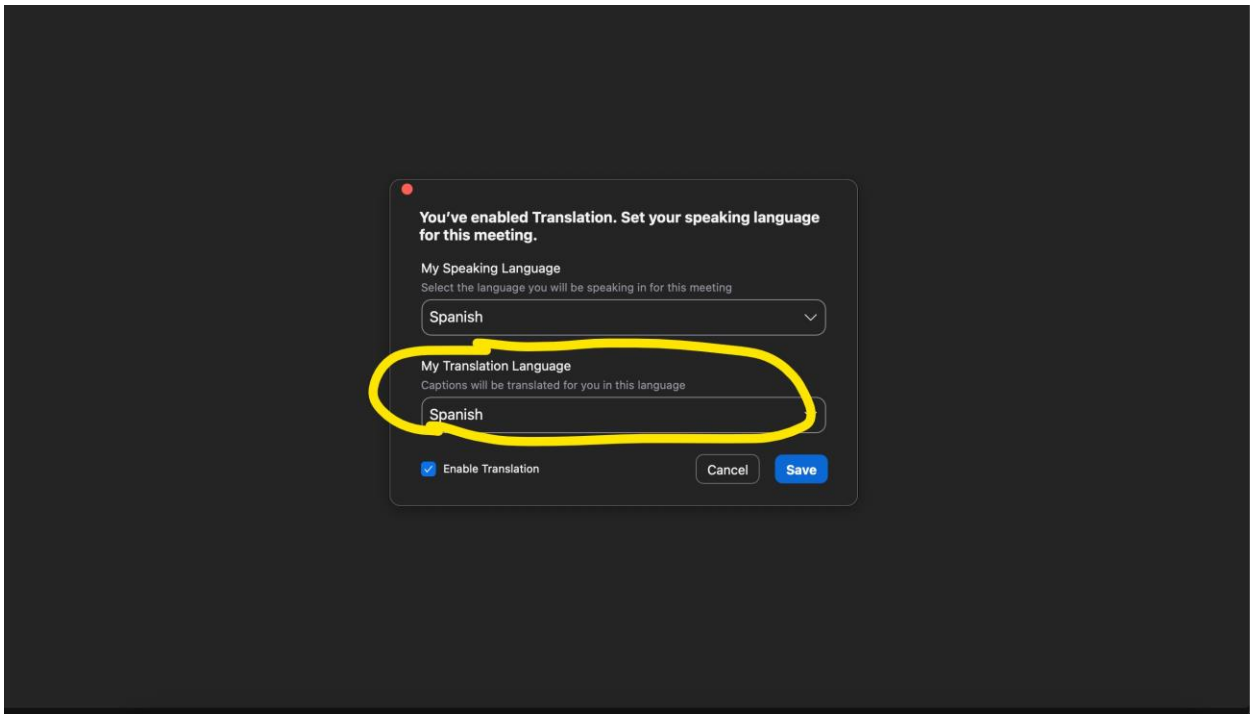
Guía de instrucciones de subtítulos para Zoom

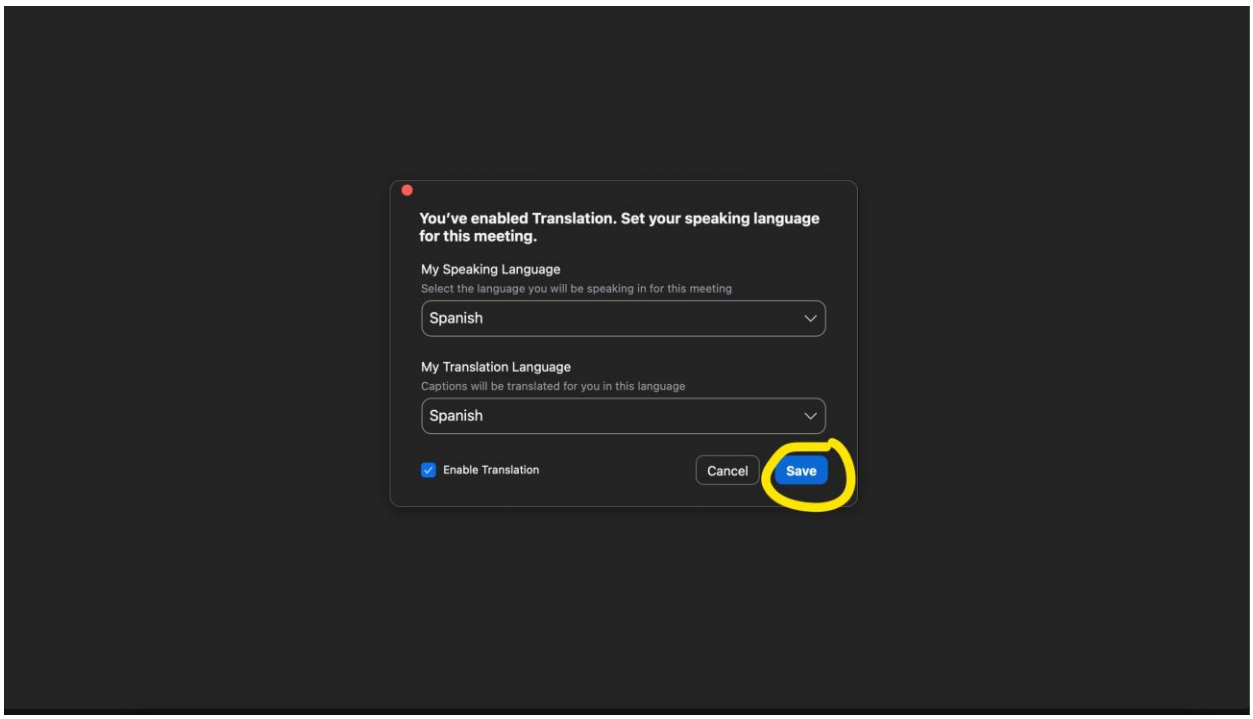
1. 

2. 
View
Translate to
Off
Spanish
French
German
More...
Speaking language: English
Show original and translated
View Full Transcript
Subtitle Settings...
Host controls
Disable captions
Participants
Chat
Share Screen
Polls/Quizzes
Record
Q&A
Show Captions
Reactions
Apps
Whiteboards
More
End

3. 
Zoom Webinar
View
Translate to
Off
Spanish
French
German
More...
Speaking language: English
Show original and translated
View Full Transcript
Subtitle Settings...
Host controls
Disable captions
Arabic
Chinese (Simplified)
Chinese (Traditional)
Czech
Dutch
English
Estonian
Finnish
French
German
Hungarian
Italian
Japanese
Korean
Malay
Polish
Portuguese
Russian
Spanish
Turkish
Ukrainian
Vietnamese
Start Video
Participants
Chat
Share Screen
Polls/Quizzes
Record
Q&A
Hide Captions
Reactions
Apps
End

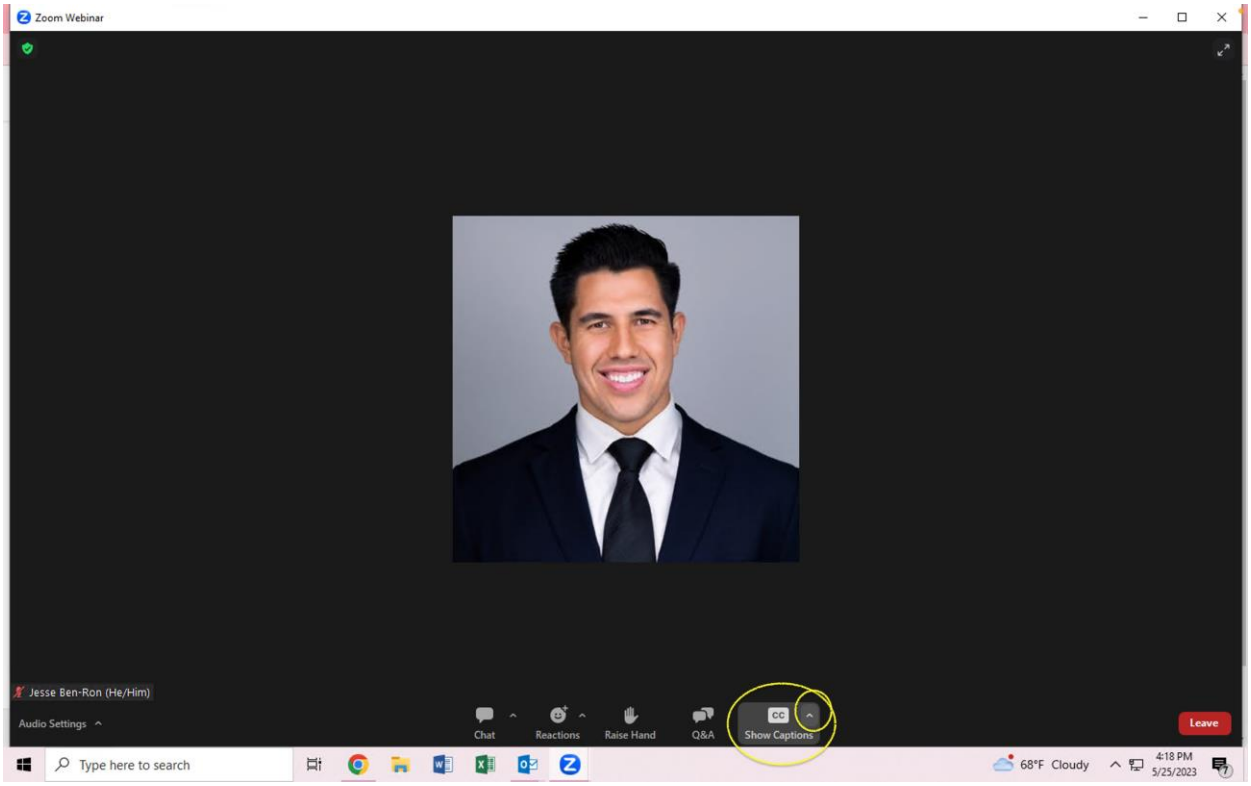
4. 
Zoom Webinar
View
Translate to
Off
Spanish
French
German
More...
Speaking language: English
Show original and translated
View Full Transcript
Subtitle Settings...
Host controls
Disable captions
Arabic
Chinese (Simplified)
Chinese (Traditional)
Czech
Dutch
English
Estonian
Finnish
French
German
Hungarian
Italian
Japanese
Korean
Malay
Polish
Portuguese
Russian
Spanish
Turkish
Ukrainian
Vietnamese
Start Video
Participants
Chat
Share Screen
Polls/Quizzes
Record
Q&A
Hide Captions
Reactions
Apps
End

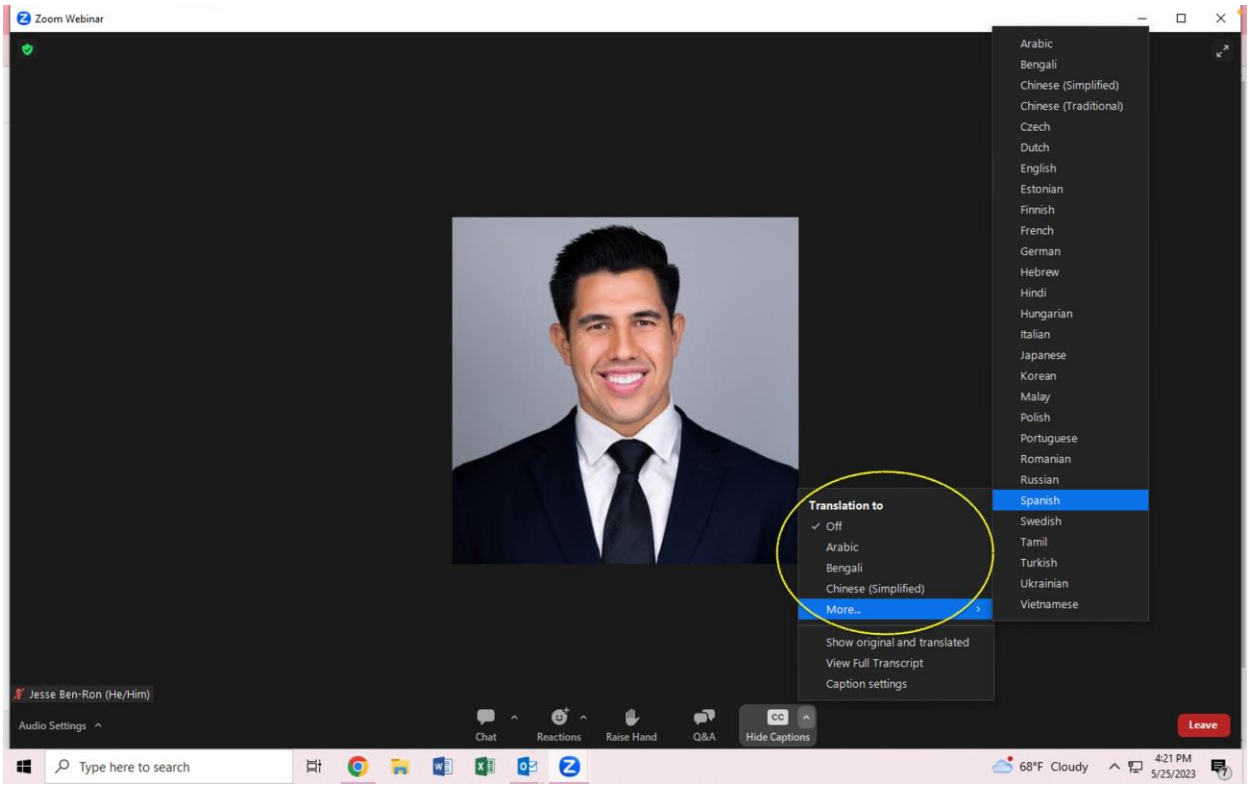

You've enabled Translation. Set your speaking language for this meeting.
My Speaking Language
Select the language you will be speaking in for this meeting
Spanish
My Translation Language
Captions will be translated for you in this language
Spanish
Enable Translation
Cancel
Save


You've enabled Translation. Set your speaking language for this meeting.
My Speaking Language
Select the language you will be speaking in for this meeting
Spanish
My Translation Language
Captions will be translated for you in this language
Spanish
Enable Translation
Cancel
Save

Closed Caption Instruction Guide: Attendee View

Guía de instrucciones de subtítulos: vista de asistente

1. 

2. 
Zoom Webinar
Arabic
Bengali
Chinese (Simplified)
Chinese (Traditional)
Czech
Dutch
English
Estonian
Finnish
French
German
Hebrew
Hindi
Hungarian
Italian
Japanese
Korean
Malay
Polish
Portuguese
Romanian
Russian
Spanish
Swedish
Tamil
Turkish
Ukrainian
Vietnamese
Translation to
Off
Arabic
Bengali
Chinese (Simplified)
More...
Show original and translated
View Full Transcript
Caption settings
Jesse Ben-Ron (He/Him)
Audio Settings
Chat
Reactions
Raise Hand
Q&A
Hide Captions
Leave
Type here to search
68°F Cloudy
4:21 PM
5/25/2023

Regional Plan Part II

- Vision and Goals
- Strategies for:
    1. Growing targeted industries
    2. Increasing economic diversification
    3. Responding effectively to economic shocks
    4. Increasing economic equity
    5. Increasing health and environmental equity
    6. Aligning with State strategies

Strategies Proposal

- Researchers develop examples per category
- Stakeholder groups meet in early October to brainstorm strategies
- Community Outreach and Engagement findings presented to the HRTC in late October
- Finalize 10 strategies in early December

To: Dr. Wallace Walrod
Esri Project Manager: Brian McNamara
Cerf Project: April 2023 – June 2024

Data Layer Summary

- Data Layers by Category

Category	~ Count
Climate & Environmental Impact	17
COVID Recovery	4
Demographics	26
Economic and Economic Development	21
Environmental Justice	11
Labor Market	26
Public Health	29
Sustainability	15
Total	**149***

**Datasets can reference multiple categories*

Data Layer Report

- Data Layers identified by Esri included in Open Data Hub (https://hrtc-oc-cerf.hub.arcgis.com/)
    - *The Open Data Hub is designed to be a living document to meet the needs of project members, stakeholders, and the public. As such, additional data layers may be added at any time. The list below represents a snapshot in time of available data.*

Layer / Data Name	***Category***
2022 USA Health Care Spending	*Public Health, Economy & Economic Development*
ACS Children by Parental Labor Force Participation Variables - Boundaries	*Demographics, Labor Market*
ACS Disability by Type Variables - Boundaries	*Public Health, Demographics*
ACS Disability Status Variables - Boundaries	*Public Health, Demographics*
ACS Health Insurance by Age by Race Variables - Boundaries	*Public Health, Demographics*
ACS Health Insurance Coverage Variables - Boundaries	*Public Health*
ACS Housing Cost Variables - Boundaries	*Economy & Economic Development*
ACS Internet Access by Age and Race Variables - Boundaries	*Labor Market, Economy & Economic Development*

Layer / Data Name	***Category***
ACS Labor Force Participation by Age Variables - Boundaries	*Demographics, Labor Market*
ACS Language Spoken at Home Variables - Boundaries	*Demographics*
ACS Median Household Income Variables - Boundaries	*Demographics, Economy & Economic Development*
ACS Population and Housing Basics - Boundaries	*Demographics*
ACS Population Variables - Boundaries	*Demographics*
ACS Poverty Status Variables - Boundaries	*Economy and Economic Development; Labor Market*
ACS Race and Hispanic Origin Variables - Boundaries	*Demographics*
ACS Travel Time to Work Variables - Boundaries	*Labor Market*
Broadband Access in Your City	*Sustainability*
California Census 2020 Redistricting Blocks	*Demographics*
CDC/ATSDR Social Vulnerability Index 2020 USA	*Sustainability; Demographics*
Climate Mapping for Resilience and Adaptation Assessment Tool	*Sustainability; Climate & Environmental Impact*
FCC Broadband Data Collection June 2022	*Environmental Justice; Economy and Economic Development*
FEMA National Risk Index WebMap	*Public Health; Climate & Environmental Impact*
Full Range Heat Anomalies - USA 2020	*Public Health, Climate & Environmental Impact*
Healthcare Facility, California	*Public Health*
Heat Health Census Tracts	*Climate & Environmental Impact; Public Health*
Heat Severity - USA 2022	*Public Health, Climate & Environmental Impact*
Households who spend more than 30 percent of income on housing	*Labor Market; Economic Development*
How expensive are living costs in your area?	*Economy and Economic Development*
Job Centers - SCAG Region	*Labor Market*
Justice 40 Tracts November 2022 Version 1.0	*Sustainability; Demographics*
Labor Marker Map Data May 8 2023	*Labor Market*
Land Cover Vulnerability Change 2050 - Country	*Economy & Economic Development*
Location Affordability Index	*Economy and Economic Development, Demographics, Labor Market*
Low Resilience and Drought Risk	*Climate & Environmental Impact*
Medical Service Study Area	*Public Health, Demographic*
Medically Underserved Areas	*Public Health*
Medically Underserved Populations	*Public Health*
National Equity Atlas	*Demographics, Labor Market*

Layer / Data Name	***Category***
National Risk Index Census Tracts Map	*Climate & Environmental Impact*
OC Occupational Assessment Stable Jobs Slide deck SCAG May23 OC COE	*Labor Market, Economy, and Economic Development*
OC Occupational Assessment Stable Jobs Tables SCAG May23 OC COE	*Labor Market, Economy, and Economic Development*
Orange County COVID Response	*Public Health; COVID Recovery*
Primary Care Shortage Areas (PCSA)	*Public Health*
Race/Ethnicity with Highest Median Income	*Labor Market; Demographics*
Race/Ethnicity with Lowest Median Income	*Labor Market; Demographics*
Toxic Release Inventory (TRI) Facilities	*Public Health, Environmental Justice*
U.S. Urban Heat Island Mapping Campaign	*Public Health, Environmental Justice, Climate & Environmental Impact*
Urban Heat Island Severity for U.S. Cities - 2019	*Public Health, Climate & Environmental Impact*
USA Transportation Noise - Road and Aviation 2018	*Environmental Justice, Economy & Economic Development*
What is the Predominant Commute Time	*Labor Market*
What is the predominant income range within the Middle Class?	*Labor Market; Economic Development*
Where are households with more cars than people?	*Economy & Economic Development?*
Where are housing units that are heated by Solar?	*Sustainability*
Where are minority populations with no health insurance?	*Public Health*
Where are people who started college but did not finish	*Demographics*
Where are teens working full-time (and therefore at risk of stopping out of school)?	*Labor Market*
Where are the most socially vulnerable populations in the U.S.?	*Public Health, Economy and Economic Development*
Where do hyper commuters live?	*Labor Market*

- Data layers and links requested by other stakeholders, HRTC members, and research team included in Open Data Hub website (https://hrtc-oc-cerf.hub.arcgis.com/)
    - *The Open Data Hub is designed to be a living document to meet the needs of project members, stakeholders, and the public. As such, additional data layers may be added at any time. The list below represents a snapshot in time of available data.*

Layer / Data Name	**Category**
Trust For Public Land	*Climate & Environmental Impact; Environmental Justice*
Outdoors for All Draft Strategy Report	*Climate & Environmental Impact; Environmental Justice*
SOBAN Report 2021 (State Outdoor Business Alliance Network)	*Climate & Environmental Impact; Environmental Justice*
MBC - Disinvested Community Tracts Analysis	*Public Health; Labor Market; Sustainability; Demographics*
MBC - Disinvested Communities Analysis Webmaps	*Public Health; Labor Market; Sustainability; Demographics*
CAP Community Needs Assessment Preliminary Findings - 2023	*Labor Market; Demographics*
CAP Community Needs Assessment - 2021	*Labor Market; Demographics*
CAP Transportation Community Needs Assessment - 2020	*Labor Market; Demographics; Environmental Justice*
Mapping Black California - Environmental Justice & Pollution Webmap	*Public Health; Sustainability; Environmental Justice; Climate & Environmental Impact*
Mapping Black California - Environmental Justice & Public Health COVID Webmap	*Public Health; COVID*
Mapping Black California - Equity & Inclusiveness in Orange County Analysis & Webmaps	*Public Health; Labor Market; Sustainability; Demographics*
CAL EnvioScreen Link	*Climate & Environmental Impact; Environmental Justice; Sustainability*
CAL EnvioScreen Water pollution Maps	*Climate & Environmental Impact*
SoCal Atlas - SCAG	*Economic & Economic Development; Sustainability; Labor Market; Demographics*
California Healthy Places Index	*Public Health*
Orange County Health Agency	*Public Health; COVID*
Orange County Coastkeeper Website	*Climate & Environmental Impact*
CDSS (Cal-WORKs, Cal-Fresh) Website	*Public Health*
Additional presentation resources from HRTC meetings	*All Categories*

CERF Community of Practice

Presentation

July 27, 2023

The Mark USA

An Applied Research and Evaluation Company

TheMarkUSA.com

USC Price

Sol Price School of Public Policy

Center for Economic Development

Theory of Change/Logic Model Overview

TheMarkUSA.com

What is a Theory of Change?

Methodology for planning, participation, adaptive management, and evaluation used to promote social change.

- It explains how a given intervention or set of interventions are expected to lead to a specific change.

Theory of Change Diagram

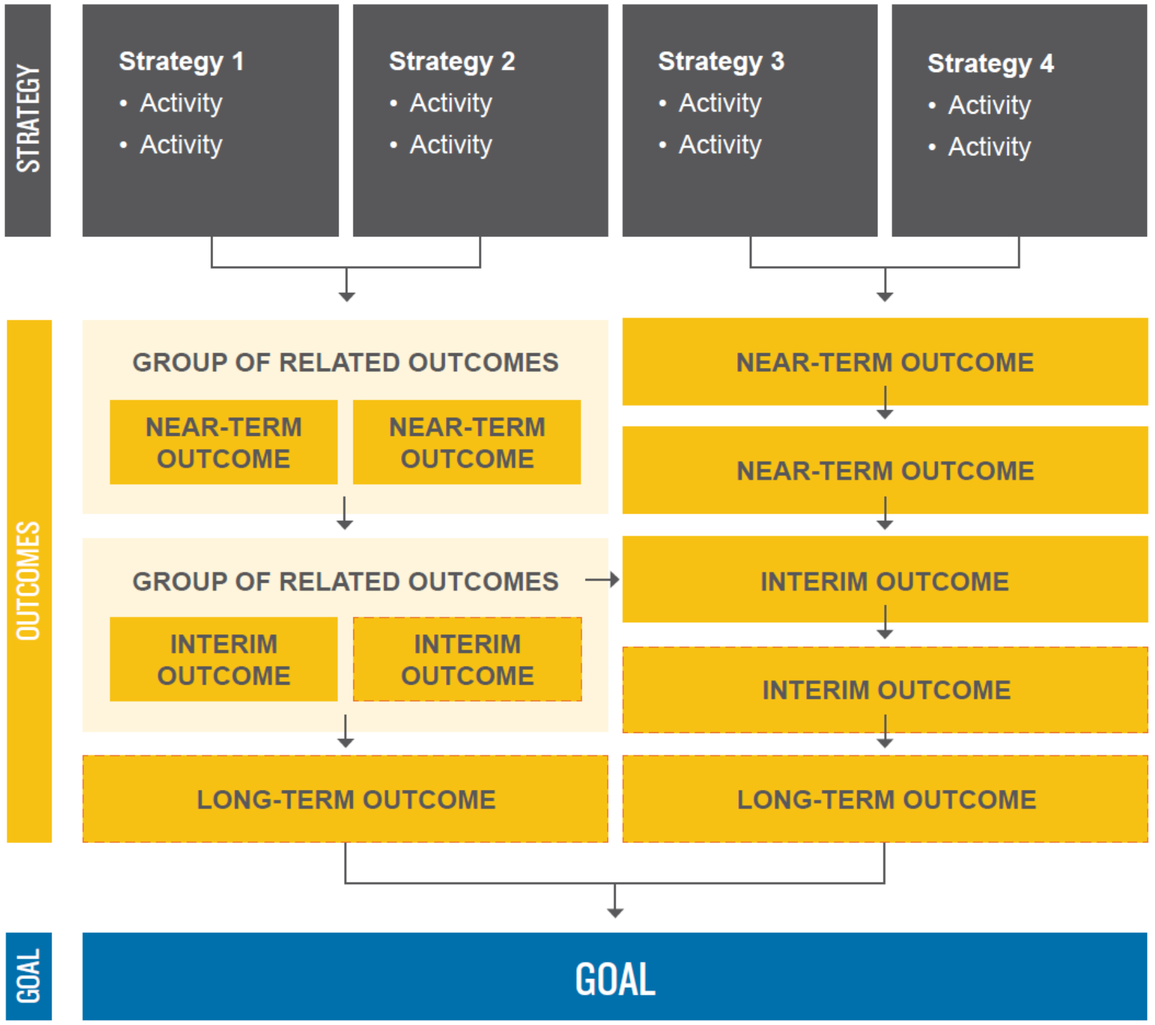
Source: The Annie E. Casey Foundation (https://www.aecf.org/resources/theory-of-change)

Theory of Change Diagram

Description: This theory of change reads from top to bottom, with strategies at the top flowing into outcomes in the middle section, which flow toward the goal at the bottom. Arrows show specific so-that relationships between linked outcomes. Similar outcomes are nested together within a larger box. Outcomes that have been prioritized are highlighted with a dashed border (prioritized outcomes could be those that are most critical for reaching the goal, or those that will be evaluated).

Level of detail and possible audiences: Graphic could contain highly detailed information, making it well suited for use by those within an organization who are guiding implementation or measurement and evaluation.

= **Priority Outcome**



Source: The Annie E. Casey Foundation (https://www.aecf.org/resources/theory-of-change)

TheMarkUSA.com

Theory of Change Audience

For **PEOPLE AND COMMUNITIES** at the heart of the work, a theory of change can help ensure transparency, build trust and provide a mechanism for the community to hold initiative leaders accountable for results.

For **THOSE IMPLEMENTING A PROGRAM OR STRATEGY**, a theory of change may function like a strategic plan; a common reference point to keep the work on track; and a tool for documentation and communication.

AUDIENCE

For THOSE **SEEKING TO MEASURE PROGRESS**, a theory of change can help frame useful evaluation, including evaluation that supports learning and informs actions or decisions related to continuous improvement.

For **ORGANIZATIONAL LEADERS, BOARD MEMBERS OR FUNDERS,** a theory of change can function as a communications tool that clearly delineates what is expected to change and by when, including assumptions about how the theory of change upholds and prioritizes equity.

Source: The Annie E. Casey Foundation (https://www.aecf.org/resources/theory-of-change)

Theory of Change Development Process

STEP 1

GOAL: Start by identifying the goals that reflect the intent of a program or strategy.

STEP 2

STRATEGIES: Next, identify strategies and activities that are expected to lead to goals.

STEP 3

OUTCOMES: Then clarify the outcomes that result from activities and lead to goals ("the messy middle").

STEP 4

REFLECTION:

- Test the logic and relevance of your theory
- Review and document key assumptions
- Analyze external forces and context

ALONG THE WAY

EXPLORE UNDERLYING ASSUMPTIONS AND BELIEFS about your strategies, outcomes and goals, as well as overarching assumptions about the context of your work and the conditions that must exist to make progress.

Source: The Annie E. Casey Foundation (https://www.aecf.org/resources/theory-of-change)

THE NOURISH PROJECT'S THEORY OF CHANGE

VISION: To develop a dynamic local network of places for food dedicated to community, health and fairness.

WHAT WE DO

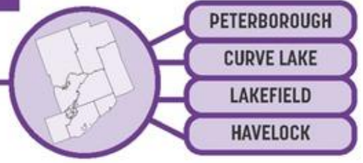
Provide dignified access to healthy food and programming that enhances the capacity of community members to meet their basic needs.

Deliver food skills programming that builds food literacy, promotes health, and enhances social connection.

Promote inclusive and resilient communities that are committed to the eradication of poverty and food insecurity.

ENABLING CONDITIONS

SITE COMMITTEES THAT:
- provide advisory support to the project
- support program design, evaluation and delivery



- PETERBOROUGH
- CURVE LAKE
- LAKEFIELD
- HAVELOCK

- EVALUATION
- COMMUNICATIONS
- SUSTAINABILITY

ADVISORY COMMITTEES THAT ARE:
- engaged throughout the project
- provide advisory support and oversight to the project

- YWCA PETERBOROUGH HALIBURTON
- Peterborough Public Health
- GreenUP

COLLABORATIVE MEMBERS THAT ARE:
- engaged throughout the project
- provide advisory support and oversight for the project

SHORT-TERM OUTCOMES

ACCESS & AFFORDABILITY OF HEALTHY FOOD	Participants have increased access to better quality, healthier, and locally-produced food
HEALTHY FOOD KNOWLEDGE, SKILLS & BEHAVIOURS	Participants demonstrate increased knowledge, skills, and behaviours related to food, nutrition, food preparation and food production
SOCIAL ISOLATION	Participants develop new social connections, leading to reduced social isolation

MEDIUM-TERM OUTCOMES

CONSUMPTION OF FRESH FRUITS & VEGETABLES	More participants regularly eating healthy, locally-produced food
CONFIDENCE & SENSE OF COMMUNITY BELONGING	Participants feel more connected to the community and to each other
VOLUNTEERISM & COMMUNITY INVOLVEMENT	Participants become more engaged in the project and the broader community

LONG-TERM IMPACTS

IMPROVED PHYSICAL & MENTAL HEALTH

A SUSTAINABLE & JUST LOCAL FOOD SYSTEM

MORE INCLUSIVE & ENGAGED COMMUNITIES

GUIDING PRINCIPLES

THE POWER OF FOOD

Good food has the power to enhance our communities, build our economy, and transform our everyday lives.

EMPOWERMENT

Our programs create meaningful opportunities for participants to gain new skills and develop leadership capacity.

THE POWER OF OUR COLLECTIVE STRENGTHS

By working collaboratively, we increase the quality, sustainability, and overall impact of the programs in the communities we serve.

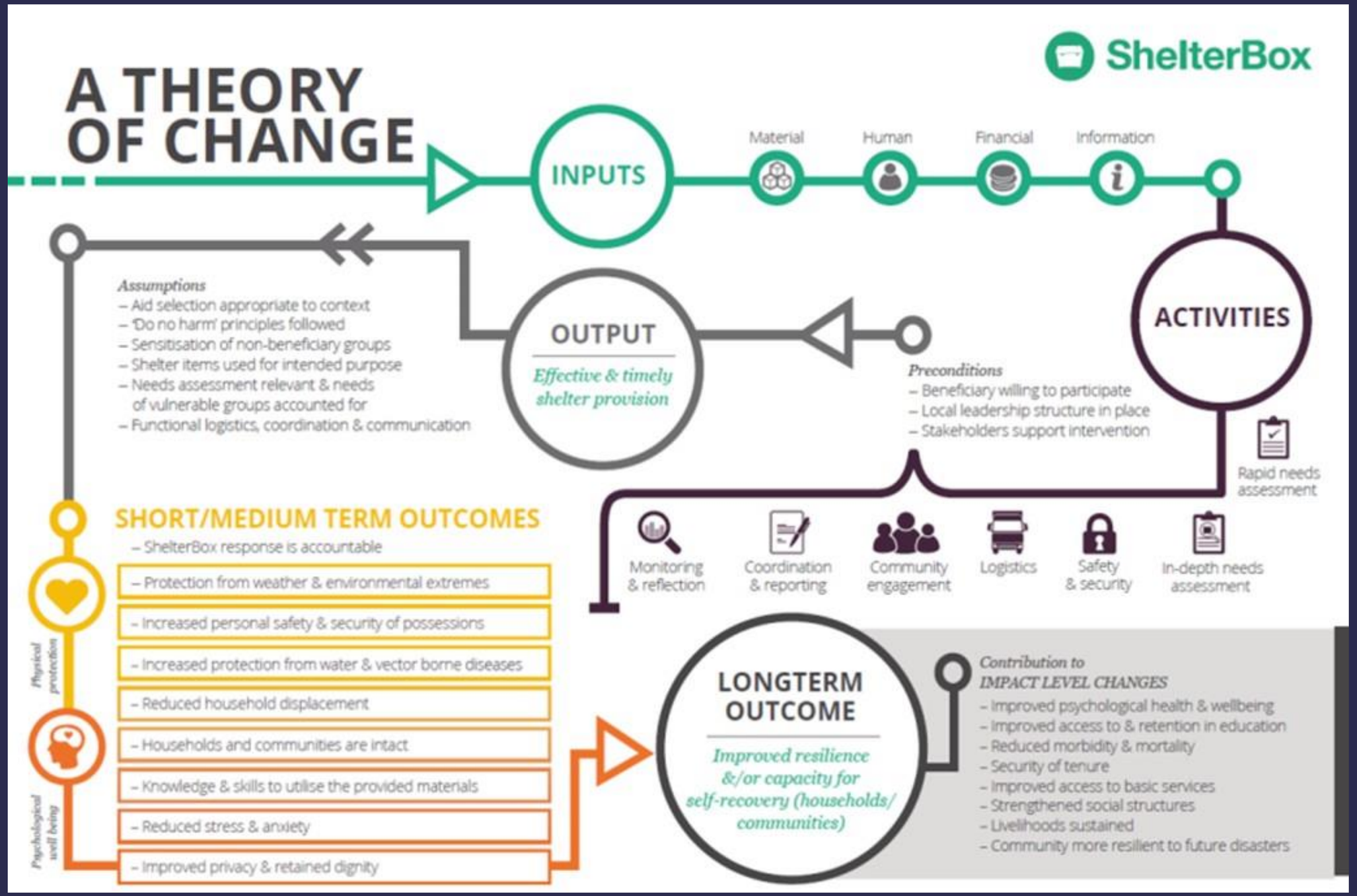
STRONG COMMUNITIES

Our work is motivated by a desire to build inclusion and enhance social connection.

JUSTICE & FAIRNESS

We believe everyone should be able to enjoy healthy food. We seek an end to food insecurity and poverty by working for systemic change.

TheMarkUSA.com



TheMarkUSA.com

What is a Logic Model?

Some of you may have experience with the Theory of Change in relation to a Logic Model.

- A good logic model has a solid theory of change to guide it.

A logic model…

- Is a graphic depiction of your organization that identifies its resources, programming, and intended outcomes
- Shows the relationship between your program's activities and its expected outcomes
- Provides an overview of your organization that can serve as a roadmap for strategic planning

How a Logic Model Helps the HRTCs and the State

Program Planning: It helps you think through your program strategy and clarifies where you are and where you want to be.

Program Management: It "connects the dots" and can be the basis for developing a more detailed management plan. Using data collection and an evaluation plan, the logic model helps you track and monitor operations to better manage results. It can serve as the foundation for creating budgets and work plans.

Communication: It can show stakeholders at a glance what a program is doing (activities) and what it is achieving (outcomes), emphasizing the link between the two.

Consensus-Building: It can build common understanding and promotes buy-in among both internal and external stakeholders about what a program is, how it works, and what it is trying to achieve.

Fundraising: It demonstrates to funders that you have purposefully identified what your program will do, what it hopes to achieve, and what resources you will need to accomplish your work. It can also help structure and streamline grant writing.

(See page 6 of CERF Data Toolkit_April2023)

Parts of a Logic Model

Inputs - Resources available to support the program

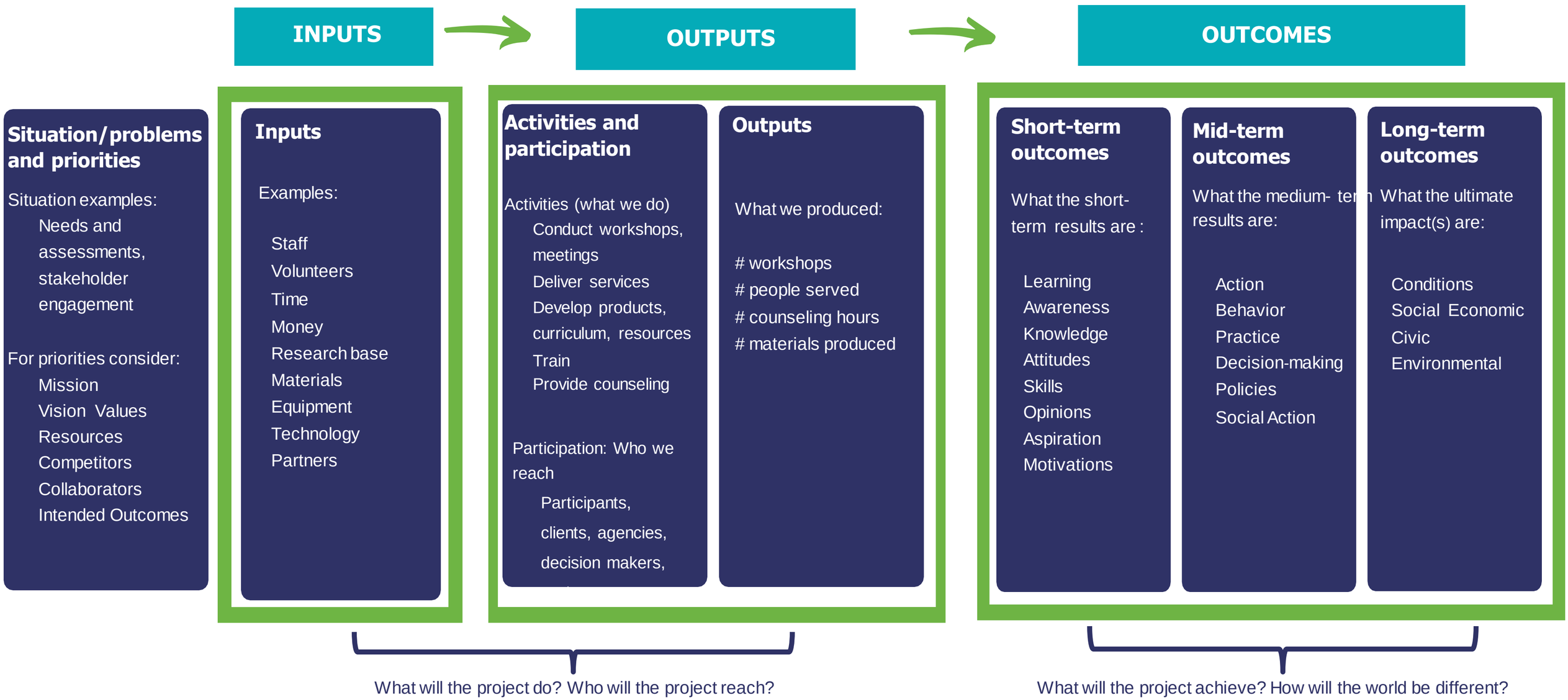
Activities - Approaches that the program is going to use that are going to trigger or affect change

Outputs - Direct services/products that result from program activities that are often reported in numerical form

Outcomes - Changes you hope will result in participants or in the community from the activities being implemented, usually reported in comparative form (e.g., more, less). These are the steps along the way to achieving the ultimate impact

Impact - Ultimate change that the activities/interventions seek to achieve

LOGIC MODEL- BREAKDOWN



Adapted from the Kellogg Logic Model, University of Wisconsin

TheMarkUSA.com

Logic Model

CERF IMPACT: Build an equitable and sustainable economy across California through regional worker-centered inclusive economic planning.

Inputs	Activities	Outputs	Outcomes
HRTC Convener and Fiscal Agent HRTC Members Inter-Agency Leadership Team/Resources The Mark Evaluation Team	Informing, engaging, and empowering diverse communities Building effective partnerships Developing social infrastructure and cross-regional collaboratives Conducting Planning Meetings Participating in Evaluation Meetings	Inclusive Planning Tables Capacity building (e.g., % percentage of funding HRTCs allocated to capacity building?) Community Outreach/Engagement (e.g., % of funding HRTCs allocated to outreach/engagement) Actionable economic plans and investments? Governance Structure	Improved job quality and access Improved of climate-smart and sustainable industries Improved economic activity, competitiveness, and resilience Increased community resilience An inclusive and equitable economic plan

Please use contributing organization's letterhead.

August 28, 2023

ATTN: Gretchen Chavez
Office Chief
Clean California Local Grant Program
Office of Innovative Programs
Division of Local Assistance

RE: Letter of Support for Fullerton Transit Station Project

To Ms. Chavez:

This letter is to express [ENTITY NAME] support and commitment to the City of Fullerton's Transportation Enhancement Project for the Caltrans District 12, Clean California grant opportunity.

[ENTITY NAME] is a community partner for the City of Fullerton and would directly benefit from the impactful improvements to the transportation center area. [ENTITY NAME] is in support of the Fullerton Transportation Enhancement Project because this project will help the community by achieving key enhancements that improve transit ridership and reduce carbon emissions including:

1. Expand alternate transportation options & last mile connectivity.
2. Address social determinants of health through a safe, beautiful, and sustainable transportation center.
3. Improve ridership and serve disadvantaged community members by enhancing existing site conditions, expanding wayfinding signage, and restoring cultural value by rehabilitating the historic depot.

[ENTITY NAME] will support the project by partnering to support active transportation efforts by the City. please contact me at Sam.Smith@xyz.com or (555) 555- 5555.

Sincerely,

SAM SMITH
EXECUTIVE DIRECTOR
XYZ COMMUNITY PARTNERSHIP

Findings from Community Resident Meeting

Latino Health Access
Santa Ana, CA
July 19, 2023

Strength:

- Participants appreciated the diversity of their communities, the focus on higher education, and the geographical location of the county.
- The unity and language (Spanish) and work ethic in community's fertilization
- Diversity and cultures also bring fertilization
- The community comes together when it is necessary / it came together during COVID-19
- Residents are strong, they clean, cook, do not give up

Weakness:

- People needing to work multiple jobs to make ends meet
- Housing crowdedness and rent burden
- Many people not being able to keep up with the cost of living
- Too many barriers/hurdles to access resources
- Benefits threshold too low for the cost of living and accepting one benefit can lead to getting kicked off another.
- Some of the weaknesses identified included low accessibility to transportation, the high cost of living, and low wage levels.
- Few High Schools
- Parking (sometimes people park their car 1 mile away from their home)
- District policies / budgets
- Santa Ana has the least amount of libraries (science & technology are important for our youth) / more art is needed
- Streets are constantly under construction / the root issue should be address to fix them once and for all
- Applying for MediCal / they should calculate based on actual salary entering household / system has not been updated
- High cost for insurance (i.e car insurance)
- Living in reduced spaces, new units being built are too small, people suffering diabetes and hypertension as a result.
- Not enough walking spaces and green spaces.
- Sometimes undocumented people fear speaking out and keep working for the same low salary
- People are not aware of their labor rights. There is a lot of fear in work settings.

Opportunity:

- More culturally competent healthcare
- Better transportation to healthcare facilities to receive healthcare

- Mental health support for the Cambodian community since many have witnessed the genocide by the Khmer Rouge.
- Generating greater awareness for resources that already exist that can help residents in need
- Better financial literacy especially in the native languages of community members.
- Opportunities in infrastructure development, technological growth, and addressing pay gap discrepancies.
- Child care / training stay at home moms to be able to take on this role (as source of income)
- More well-educated security guards at Middle Schools
- More contests (ex. sports, oratory challenges)
- Senior care
- Community farms in every district
- Lower requirements for affordable housing
- Opportunities should be given to residents (not outsiders)
- Projects should be better observed. Some don't make sense. There should be a committee that evaluates projects
- Our kids are also our fertilization, because they are who carry and rise to the "part"/ "positions" in power.
- Electrical charging spaces are needed more
- More multi-layer parking structures are needed.
- High wage labor for communities of color
- Climate change a) green energy b) infrastructure for electric vehicles
- Modern transportation
- Study needed for new transportation that is more secure and modern
- Mental health – educate the community to avoid stigma
- Better wages
- Study of housing and opportunity
- Record for assisting more than 1000 people
- Residents can help each other among parents, center for accessible child care
- Resilient community, there are many artists with lots of creative despite few resources
- A water park is being built in Flower street for children, with an area for skateboarding
- More job opportunities with more protection for young people and skills development course for new jobs
- More information about labor rights and resources
- Just work with just wages
- Safety at parks with bathroom are are available to the public
- More transportation public services
- Better housing
- Lower requirements for affordable housing

Threat:

- People moving out of state because the jobs and wages along with a lower cost of living can provide for a better quality of life.

- Job loss to AI and Automation
- Losing companies and jobs to other regions and other states
- Population decline due to the high cost of living
- Mental health issues among youth
- Challenges facing disadvantaged youth
- Pollution (ex. car)
- Teachers only focus on students succeeding but forget kids struggling / more personalized attention from teachers
- Climate Change and issues of residency
- Issue of residency have become “superficial”
- People might find it easier to not pay rent (become homeless)
- Salary does not equal cost of living
- No job opportunities for the people living in OC
- Certain laws just oppress and put barriers
- Transportation has grown. A lot more traffic.
- Not all disabilities are visible
- People at crowded homes / no resources for children so they can succeed
- The industries in which residents own, clean homes, landscaping, informal sector (if they are reconciled it would be a strength)
- During Covid-19 residents were at mercados and fields
- High cost for insurance (i.e car insurance)
- A map of real wages because the current data doesn’t reflect the community
- In the Latino community a good hourly earning is $20-25
- The wages reflected in the report do not show folks in our community who have two jobs
- Housing shortage
- Mental health is a big issue that was intensified during the pandemic. Every experience is different.
- Youth Focus. Many young people don’t have their parents, they were deported, they are working. Lack of attention from parents given that they work. More attention would help.
- Rent control is necessary. Paying $900 for a bedroom with one salary is not enough.
- Having an air conditioner increases electricity bill. Even with rent control, there are other charges that increase the electricity bill. Many places ask for insurance to be able to rent.
- Increasing cost of gas, rent, while wages don’t go up.
- If you earn too much, despite not enough, you become disqualified from Medical

Industries to consider to focus on:

- Construction, which requires less educational attainment. We shouldn’t expect everyone to have a 4 year degree to have a decent paying job.
- Education
- Transportation
- Healthcare
- Technology: Youth today are tech-savvy and expressed a keen interest in having more opportunities for tech employment in the area.

- Mental Health: The group expressed the need to address mental health issues among youth and to provide better support structures for those struggling.
- Education: There was a strong emphasis on increasing access to secondary education, improving college preparatory classes, and creating more opportunities for youth to explore college education.
- Lack of accessible amenities, such as parks, restaurants, and supermarkets.

Areas of concern:

1. How is artificial intelligence going to be integrated? Where will it be integrated and where not?
2. Which industries will be affected by AI?
3. What are job prospects for youth and adults in 10 years?
4. How are we going to help homeless folks?
5. Is there a plan to integrate mental health for young people?
6. How does caring for the environment look like?
7. How fix the gap that leads to poverty in the community?
8. How to invest in youth to prevent drug use among them?
9. How does this investment impact the Latino community?
10. How many business owners are residents of Orange County and how many are from outside the County?
11. Residents challenged the representation in the report of easy accessibility, citing that in reality, amenities are often spread out, necessitating other forms of transportation.

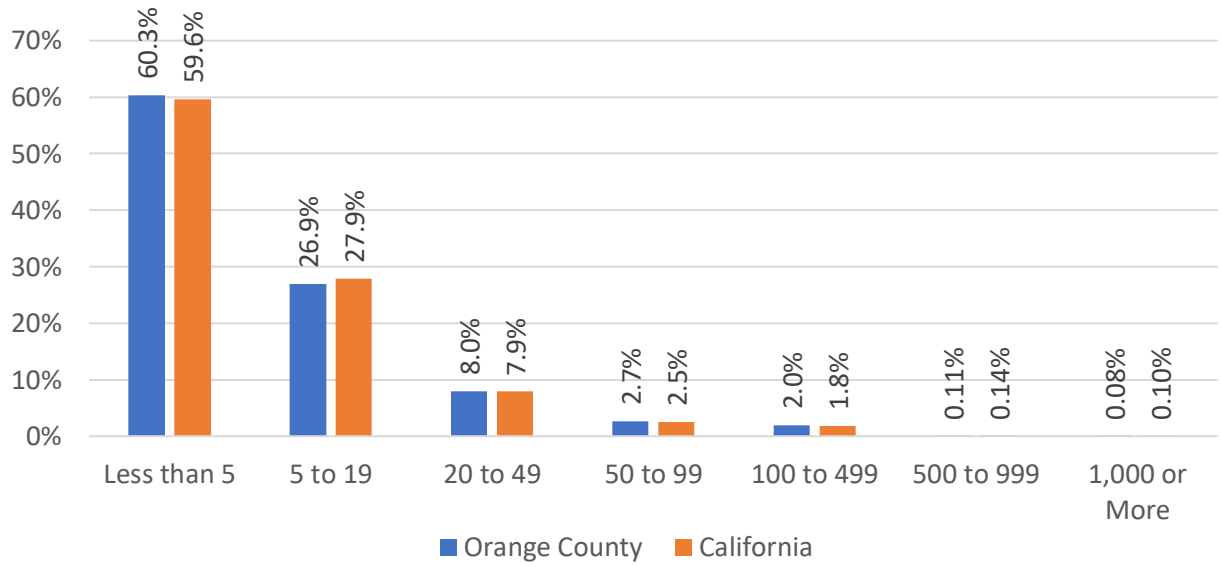
Orange County Small Business Snapshot

Small Business Overview

Small businesses represent a major driving economic force across the nation with the U.S. Small Business Administration finding that 44 percent of all economic activity is generated by small businesses.[1] Additionally, the U.S. Chamber of Commerce estimated that small businesses were responsible for nearly two-thirds of new jobs from 1995 to 2021.[2] Following the pandemic, when many businesses were shuttered, small business formation experienced a massive boom with 5.4 million business registrations in 2021 and 5 million in 2022, a 42 percent increase from pre-pandemic levels.[3] While small business drives both economic activity and employment, it also creates an environment that promotes entrepreneurship and innovation, both of which are crucial for healthy economic growth and activity.

According to the most recent U.S. Census Bureau County Business Patterns data release, approximately 60.3 percent of businesses in Orange County employ less than 5 employees compared to 59.6 percent at the state-level. Casting a somewhat wider net, firms with fewer than 20 workers account for 87.3 percent of all establishments in the county. At the other extreme, very large firms with at least 1,000 employees represent just a fraction (0.08 percent) of the total number of establishments in the county.

Orange County and California Businesses by Employment Size, 2021



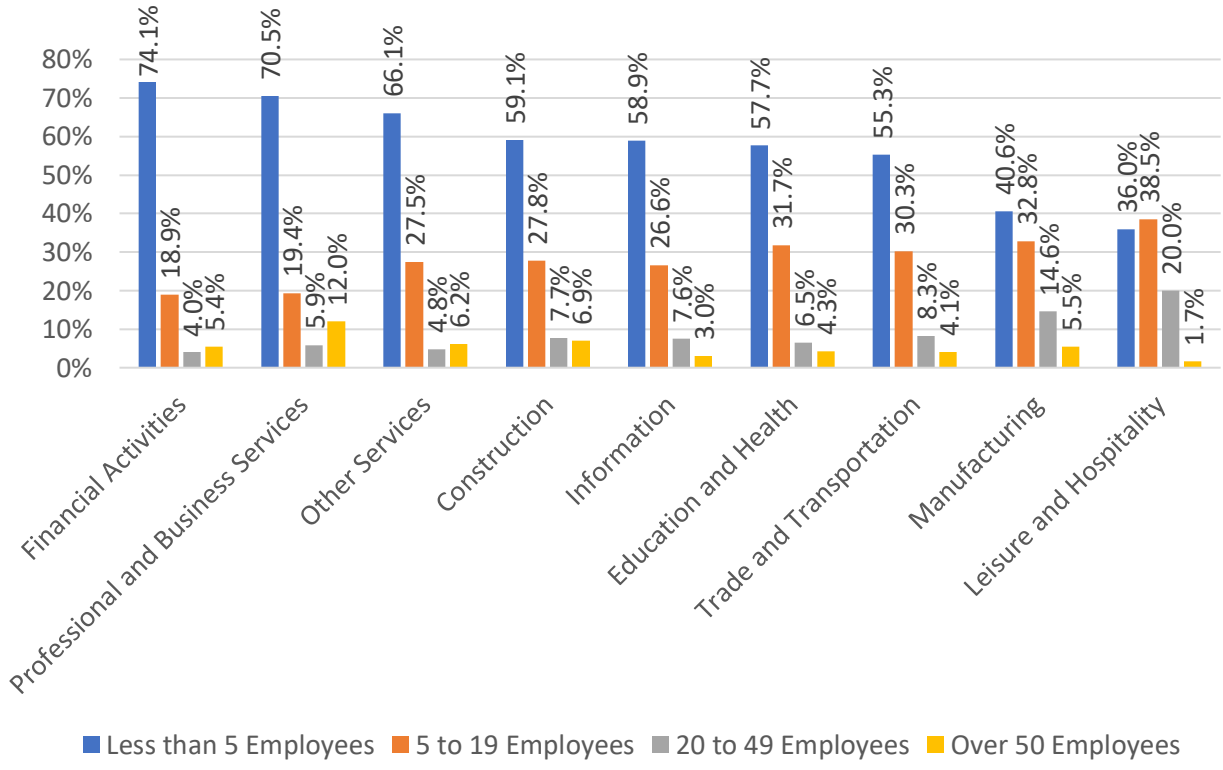
Source: Source: County Business Patterns, 2021

[1] https://advocacy.sba.gov/2019/01/30/small-businesses-generate-44-percent-of-u-s-economic-activity/
[2] https://www.uschamber.com/small-business/state-of-small-business-now
[3] https://www.bloomberg.com/news/articles/2023-08-03/how-the-pandemic-small-business-boom-is-fueling-the-us-economy?in_source=embedded-checkout-banner&leadSource=uverify%20wall#xj4y7vzkg

Looking at specific industry sectors in the regions, the Financial Activities sector had the largest proportion of small businesses with less than 5 employees at 74.1 percent followed by Professional and Business Services (70.5 percent) and Other Services (66.1 percent). While Leisure and Hospitality had the lowest proportion of business with less than 5 employees, it did have the highest proportion of businesses with 5 to 19 employees at 38.5 percent followed by Manufacturing (32.8 percent) and Education and Health (31.7 percent).

Leisure and Hospitality was the only Orange County sector which had a higher proportion of businesses with 5 to 19 employees than businesses with less than 5 employees. Due to the nature of their business, their hours of operation, and reliance on part-time as well as full-time staff, businesses in Leisure and Hospitality such as restaurants, hotels, and entertainment venues tend to have greater staffing requirements. By comparison, Professional Services and Financial Activities firms that deal with specialized, often confidential, information and services tend to be smaller in size to more closely monitor their relationships with clients and ensure consistently high levels of service. Still, the county's Professional and Business Services sector is quite diverse, ranging from legal and engineering professional firms to management of companies, and the entire gamut of administrative support services, resulting in considerable variation in firm size. In turn, it also has the highest proportion of businesses with 50 employees or (12.0 percent), followed by Construction (6.9 percent), and Other Services (6.2 percent).

Orange County Small Business Employment by Industry Sector, 2021*



Source: Source: County Business Patterns, 2021
*NOTE: Table omits Utilities and Natural Resources and Mining due to incomplete/missing data

At times of economic downturns, the number of self-employed tends to increase, as individuals laid off from their payroll jobs turn to self-employment to keep their households afloat, or as others view a downturn as an opportunity to pursue a new avenue of their careers. In recent years, the ‘gig economy’ has drawn attention to the self-employed, as well. Business registrations rose rapidly following the pandemic, highlighting these underlying developments and trends.

The significant level of job loss during this time also served as a driver for new business creation and growth. Thankfully, Orange County residents have ready access to a number of organizations and services which help them better grow and cultivate their businesses including University of California Irvine’s The Cove or Octane OC. These incubators and accelerators provide crucial support which allow startups and entrepreneurs to more successfully launch their products or services while serving as a community where cooperation and collaboration is encouraged.

Self-Employment Overview

While the proportion of self-employed workers was already increasing prior to the pandemic, the trend began to rapidly accelerate as large numbers of workers were sent home. Given the spread of the internet and improved access to technologies for individuals overall and the ‘shared economy’ space in particular, there has been an explosion in the ‘gig’ economy with notable contributions from organizations such as Lyft, Uber, or GrubHub which classifies their employees as independent contractors. This provided benefits to both businesses, through significantly decreased employment costs, and to employees who were able to choose their own hours and schedules. With more and more emphasis being placed on a healthy work-life balance, many individuals see self-employment as a path to that goal.

In 2019, there were approximately 324,958 self-employed workers in Orange County. To gauge the size of the self-employed sector, this is equivalent to 22 percent of the 1.5 million wage and salary or payroll positions during that year. In other words, when accounting for both self-employed and payroll, the number of positions in the county is about one-fifth (22%) larger than the wage and salary job counts that are typically cited in county-level employment reports.

Self-Employed Workers by Industry Sector in Orange County, 2019

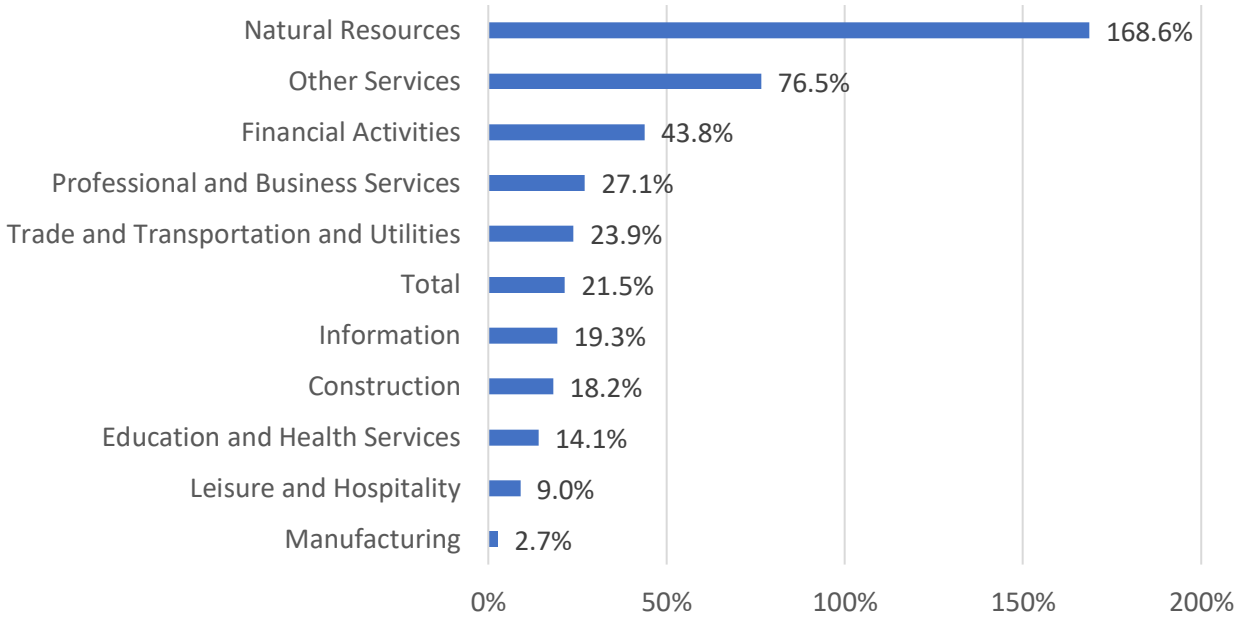
Sector	Number	% of Total	Payroll Employment*	Self-Employed Relative to Payroll Employment
Natural resources	843	0.3%	500	169%
Construction	19,307	5.9%	106,100	18%
Manufacturing	4,338	1.3%	160,100	3%
Trade and transportation and utilities	62,010	19.1%	259,500	24%
Information	5,014	1.5%	26,000	19%
Financial activities	51,513	15.9%	117,600	44%
Professional and business services	88,876	27.3%	328,400	27%
Education and health services	32,787	10.1%	233,100	14%
Leisure and hospitality	20,473	6.3%	227,700	9%
Other services	39,797	12.2%	52,000	77%
Total	**324,958**	**100.0%**	**1,511,000**	**22%**

Sources: Census Bureau Nonemployer Statistics, EDD CES Payroll Statistics *excludes Government payroll counts

Professional and Business Services represented the largest proportion of self-employed workers in Orange County at 27.3 percent of total Professional and Business Services payroll employment followed by Trade, Transportation and Utilities (19.1 percent) and Financial Activities (15.9 percent). Considering the rapid increase in business registrations following the pandemic, the number of self-employed workers in the county, and throughout the nation, is likely to continue to increase.

In most, but not all, industries, the number of self-employed is equivalent to a fraction of all wage and salary workers. Orange County's Natural Resources sector only had 843 self-employed workers in 2019, but this is equivalent to 168.6 percent over traditional payroll employment, indicating that there are more self-employed workers in the Natural Resources sector than wage and salary workers. This was the only sector in Orange County to have more self-employed workers than payroll employees. Other Services had the second highest self-employed workers relative to payroll workers at 76.5 percent, followed by Financial Activities (43.8 percent) and Professional and Business Services (27.1 percent).

Self-Employed Workers Relative to Payroll Employment*, 2019



Sources: Census Bureau Nonemployer Statistics, EDD CES Payroll Statistics
*Excludes Government Payroll Counts

With entrepreneurship, innovation, and small business creation playing central roles as drivers of economic growth and activity, it is imperative that startups or small businesses are able to successfully thrive in Orange County. As business technologies and processes continue to evolve and improve, it is crucial that entrepreneurs are properly supported, not only financially, but also through programs that encourage collaboration and provide access to knowledge or industry experts.