

October 27, 2023

Dr. Wallace Walrod

We had a request from the HRTC members to look at which industries most disinvested community members and immigrant workers work in. The data is not available at the geographic level, therefore, we looked at four comparisons: Orange County Overall, Disinvested, OC Primarily Immigrant Communities, and OC Immigrant Disinvested Communities.

CJ Bishop

We looked at different census tracts and the communities that made them up. In Orange County overall the management, business, science, and arts occupations are the largest component of contributing to occupations. When looking at the OC Immigrant Disinvested category it drops from 44.96% to 24.33%. The lowest occupation group for OC overall is natural resources, construction, and maintenance occupations at 6.26% with OC Immigrant Disinvested Communities at 11.23%. I want to emphasize the intentional partnerships formed with trusted individuals in local neighborhoods, which is crucial for this work. It's rare to see this level of intentionality in county assessments.

Toni Symonds

I'm wondering if you can help us do a crosswalk between industries, which we're going to be voting on later, and how these occupations become embedded within ASICs.

Dr. Wallace Walrod

It's available by business location, but then we don't know where the workers come from. So this is a much better way of doing it for some occupations.

Toni Symonds

It seems to me this is going to be a key question that's asked, how did you account for the immigrant population in the selection for catalysts? And then later for the strategies in part two?

Wallace Walrod

We plan to incorporate this into the regional plan, part one when we do the final submission to the state.

CJ Bishop

The idea of finding an overlay between occupations, industries, and socio-economic characteristics of workers in disinvested communities is a complex task.

Toni Symonds

The American Indian Chamber of Commerce is sensitive to transparency in their data collection, focusing on identifying areas where they can't do certain tasks. They use links to sources and highlight strengths and weaknesses, ensuring that they don't combine certain aspects.

Dr. Wallace Walrod

We'll do the best that we can, I am happy to incorporate those points.

CJ Bishop

Hearing what you're saying, Tony, it's also important as we provide more context, that we write it out knowing the skill sets associated with the occupations and the skills of the communities we're serving.

Dr. Wallace Walrod

These are all just tools that we're providing to the HRTC to be able to understand what we're finding on the research side, and then be able to make decisions.

Nate Greensides

Is there any insight you all can offer regarding income levels when looking at disinvested communities?

CJ Bishop

Income is considered a factor in understanding different communities experiencing challenges. The focus is on spatially informed methods and addressing specific questions and the need to address more than just income levels within previously identified methods.

Jesse Ben Ron

The definition of disinvested community and income threshold comes from the state.

Toni Symonds

Minus American Indians, California Native American tribes.

Linda DiMario

Some of these percentages are going to be baselines for us, am I understanding that correctly, this is just informing us of where we're starting out?

Dr. Wallace Walrod

That's one of the ways this can be used probably differently by different members of the hrtc. That's why the different perspectives of the HRTC are important.

Dean Portman

The state has two labels for workforce programs: high-road training partnerships and high-road construction careers. These labels are used to designate different programs and are part of all workforce programs. The state has invested heavily in these programs.

Trista Carter

I'm going to introduce Matt Horton, who will be speaking in this next section.

Matt Horton

There is a need for government and local community-based actions to encourage industries to invest and create jobs. The Milken Institute focuses on resilient growth through talent, investment in economic mobility, and the talent pipeline. Two models that highlight intentionality in investing in industries and

economic mobility: the Greater Washington Partnership's CO Lab initiative, a regional initiative, that is the nation's leading tech employment hub, bringing together employers from various industries to hire workers from diverse educational backgrounds. The second is San Antonio's Ready to Work program, a \$200 million program funded by a one-eighth sales tax, which provides guidance on in-demand, well-paid occupations, and relevant training.

Jesse Ben Ron

Because everyone has the data, this is the opportunity for all of you to provide your input and your perspective and an open discussion. This is your opportunity to bring your interpretation of the data to discuss amongst your colleagues what industries could be important for us to select for Catalyst.

Linda DiMario

I want to make sure that it was noted that Orange County is the number one med tech cluster, in the nation. I'm one of those people who does not wish to reinvent the wheel, what I want to do is make those industry sectors and clusters even stronger.

Luis Sarmiento

We need to have strong criteria to guide not just our selection of industries, but also what our expectations or strategies are going to be.

Matt Horton

From a historical standpoint, especially Southern California's economy in terms of its tech, starting from a position of strength around this infrastructure, and seeing how we can grow is a great question.

Luis Sarmiento

One thing that I've heard a lot from our union, is the difference that that organizing makes. Especially, through direct decision-making and participation of workers in different sectors. How can we use organizing as a model to improve access and improve equity in different sectors?

Toni Symonds

I have four recommendations, as we look at the the various pieces of data. 1. Identify five industry sectors in the Catalyst Application to provide the greatest flexibility in using the funds. 2. In no particular order: Health Care, Manufacturing, Energy, Information Technology, and Business and Professional Services 3. Ensure support for small businesses within these sectors is mentioned explicitly in the application. In the Cluster analysis section of the report, the designation of Business and Entrepreneurship is listed, which is not an industry, so it can be noted as a core component of the application. 4. Underscore that our Catalyst work is intended to bring workers and businesses in disinvested communities to the priority industries and supply chains of the priority industries.

Jasmine Pachanda

Another criteria that I'm putting a lens on is diversification, I think that's Orange County's strength.

Austin Lynch

I advocate for combining hospitality and food services, emphasizing the potential for upward mobility and inclusion, particularly for immigrants and marginalized communities. Investment in this industry, which is rapidly expanding, can lead to better-paying jobs with benefits, transforming lives. Recent wage increases, like the \$5 per hour raise for Sodexo workers at Disney, demonstrate the life-changing impact of such opportunities. Leveraging our local training organization, HTA presents a unique chance to invest in apprenticeships, fostering equity and upward mobility.

Tiffany Alva

Thanks for allowing me to contribute. I can't overlook the crucial role of childcare in our workforce. Without accessible and affordable childcare, families face significant barriers to entering or returning to work. While it may not fall directly under industry funding, addressing childcare infrastructure is vital for supporting our workforce in Orange County.

Melanie Schlotterbeck

Your point about diversifying industries in Orange County makes a lot of sense. Instead of solely focusing on already thriving sectors, spreading investments across various industries could uplift more sectors and bolster job opportunities. Diversification helps mitigate risks, like potential downturns in specific sectors, such as construction.

Garry Brown

I see a challenge in how data often compartmentalizes everything into silos. However, the environment transcends these boundaries. While we may numerically represent a smaller group, Orange County's unique natural resources, like our coast and open spaces, set us apart. These assets attract businesses and enhance our quality of life. It's crucial not to marginalize the environment in our discussions. Despite our smaller numbers, many intelligent minds are dedicated to finding solutions that integrate environmental concerns into our economic strategies.

Adine Foreman

To Gary's point, many state grants now require climate resiliency considerations, even in sectors like hospitality. Our grants cover topics like reducing food waste, Santa's safety, and proper sanitation practices. Environmental programming is integrated across various industries. Regarding labor, it's essential to prioritize sectors with strong labor-management partnerships. With union support, entry-level positions can evolve into lucrative careers. Immigrants often find opportunities in industries like hospitality, where language diversity is valued.

Iosefa Alofaituli

As we look at these industries, per your comment, it seems like some have better infrastructure partnerships for labor to get involved. So what would some of those look like?

Adine Foreman

In my mind, the building and construction trades are a gold standard and apprenticeship. Then the other thing is health care, which I know that Tony put on the list.

Ana Urzua

I support accommodation and food services as one of the priority industries. Also, labor and organizing will be necessary to make the difference in any of the sectors. I support childcare as an important industry that enables and makes possible work for everyone. And then the diversifying sectors come in, I'm thinking about not just the industries that can bring disinvested community members into them. However, the industries where disinvested community members are raising the standards of those industries through training and apprenticeship programs.

Christa Sheehan

How do we choose industries relative to the costs of developing pipelines into the industries?

Jesse Ben Ron

At this point, we need a motion and a second. We will open the window for the selection of industries, we will then drop that link. For those who aren't at the meeting, we will close it in a week.

Adine Foreman

Adine motions to open the poll and start the voting. Kathy Boyd will second.

Jesse Ben Ron

If it's still unclear from an occupational lens please contact me or Dr. Walrod to ask questions.

Iosefa Alofaituli

Are these five industries that could be invested within the catalyst funding? But that does not preclude industries outside of those five from getting support during the implementation phase.

Jesse Ben Ron

100% Correct. Now, we have Sarah and CJ to present how we facilitated outreach and engagement. The first step is to learn what the community needs, and what are their assets as they relate to CERF.

Sarah Middleton

In my role with CERF, I have been honored to serve as the Outreach and Engagement consultant. We had 27 grantees who were focused on outreach and engagement between July and September. Collectively, these organizations reached a little more than 285,000 unduplicated individuals across Orange County. Your meeting packet includes the timeline dates and languages that outreach was conducted in. Out of the 285,000 individuals that were outreached to about 13,000 of those folks were high quality, meaning that our grantees received direct and PAC input and feedback from them

CJ Bishop

We have a breakdown of participant percentages by organization, with VietRise leading at 13.56% and OC Hispanic Chamber of Commerce at 11.80%. Most contributors have household incomes under \$25,000, with many choosing not to disclose. Among the respondents, students were the most common occupation, followed by homemakers, retirees, and those in the non-profit sector. In terms of solutions for accessible high-quality jobs, education and skills development programs were favored at 28%, while workplace representation and the right to unionize received 19% support. Respondents also suggested

financial education and business protection strategies. Affordable housing, education, and support for small businesses and entrepreneurs emerged as top priorities for equitable growth in Orange County. Highlighted were healthcare collaboration and professions reflecting demographics, along with the importance of proper training and resource allocation for comprehensive care. Challenges for aspiring entrepreneurs include access to funding and the need for networking and mentorship support. Over half of the respondents express a desire to stay engaged, showing ongoing interest and support.

Iosefa Alofaituli

I want to highlight the intentional approach taken in this work, especially the partnerships formed with trusted individuals in local neighborhoods. This level of intentionality is crucial, as it's not always seen in county assessments. Additionally, it's essential to recognize not just the technical skills but also the soft skills of individuals surveyed, such as resilience and resourcefulness.

Linda DiMario

This is essential information and to your point about the soft skills, but I've been at this with you for years, I call them now essential skills. Are we satisfied with the sample?

CJ Bishop

70 other documents related to individuals having truly fantastic dialogue conversations that expanded beyond these.

Jesse Ben Ron

CJ can provide further analysis for targeting specific groups in addition to what was provided.

Linda DiMario

Was there better sampling or responses we could have gotten from some communities? When you asked about businesses that failed? Do we know what kinds of businesses failed?

CJ Bishop

If participants were willing to share that, and some did, , they did provide us information, but I'd be happy to go through and identify those and have a number associated with it that did share what businesses they were and then a number.

Luis Sarmiento

The data we've gathered is providing valuable direction, particularly in areas like solutions for high-quality jobs for the economically disadvantaged and environmental equity. These questions shed light on sectors with untapped talent but lacking investment. However, I'd like to note that some of the survey questions, especially those in Spanish, were a bit jargon and could have led to misleading responses. It's essential to keep this in mind as we analyze the data.

Jesse Ben Ron

We can definitely try to address these challenges. It's important to align with what the state and federal governments recognize as industry sectors. Before you cast your vote, email us if you have questions.