

California Jobs First Collaborative Meeting

October 11, 2024

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
2. Public Comments
3. Collaborative Comments and Updates
4. Information: CA Economic Summit/Investor Exchange
5. Discussion: Transition from Planning to Catalyst and Implementation Phase
6. Discussion: Catalyst and Implementation Funding Outcomes
7. Information: Investment Playbook
8. Information: Project Survey
9. Adjourn

An aerial photograph of a city at dusk, featuring a prominent white building with a grid-like facade. The image is overlaid with a blue border and a white central box containing text. Two red vertical bars are positioned on the left and right sides of the white box.

October 11th Collaborative Meeting

An aerial photograph of a city at dusk, showing a mix of modern and older buildings, roads, and greenery. The sky is a deep blue with some clouds. A large blue rectangular frame is overlaid on the image, containing a white rectangle with the text. Two vertical red bars are positioned on the left and right sides of the white rectangle.

Transition from Planning to Catalyst and Implementation Phase

Catalyst- Project List (Investment Playbook)

- The draft deliverable will be due on January 15, 2025. GO-Biz will send out a framework for what the initial deliverable should look like.
- The final deliverable due June 30, 2025.
- The purpose of the playbook:
 - To give the State insight into the kinds of projects that will drive growth in your region's target sectors. This list will help the State identify how best to align its priorities and future investments.
 - To provide your region with a comprehensive list of projects with funding and other details that can be shared with potential investors and used to seek state and federal funding.

Implementation Phase

- Request for Proposals from the state in January 2025
- Approximately \$45 million a year over three years
- All 13 regions will apply for this funding
- Projects must be Implementation Ready
- Projects must receive approval from Regional Collaborative

Sector Investment Coordinators (SICs)

- Outreach about the Catalyst Program funding opportunities and the application process.
- Aid prospective applicants to better understand what pre-development activities that are relevant to their project(s), and the overall process to get projects implementation funding eligible
- Catalog projects as “exploratory”, “last-mile”, ready to go, or non-viable.
- Provide the Collaborative with recommendations on which activities should receive funding

SICs Continued

- Coordinate with state staff and regional partners to find and apply for state, federal, regional, local and private grants, and other models of financing.
- Provide grant writing consultation and direct support that could fund further pre-development activities and/or funding for ready-to-go projects.
- Track the progress of project sponsors and facilitate the resolution of impediments to their successful completion, including delivery of community benefits.
- Assist the Coalition in reviewing and submitting comments on the draft RFP to ensure Coalition-supported projects are competitive.

SICs Continued

- Build an ecosystem around identified industries or sectors.
- Connect prospective or funded pre-development activities to other similar initiatives to support better collaboration and partnerships.
- Growing industries prioritized in the Planning Phase.
- Technical Assistance for pre-development activities and implementation grant applications and administration.
- Address all strategies in the Regional Plan Part II

An aerial photograph of a city at dusk, featuring a prominent white building with a grid-like facade and a curved road with traffic. The image is framed by a thick blue border, with two vertical red bars on the left and right sides. The word "Questions" is centered in the white space.

Questions

Meeting Logistics and Process

- Meeting Bi-monthly to Quarterly
- Friday Morning Meetings?
- 90 minutes?
- Any other feedback on how logistics and process can be improved?

Non-Construction Pre-Development Activities

- For non-construction projects, the pre-development aspect includes the planning, outreach, research, collaboration and other activities that go into forming or developing the idea.

Example 1 :

- Workforce development strategy to advance the healthcare industry. Eligible Catalyst projects include anything **ahead** of getting people into the program, and below are several examples:
 - Conducting a comprehensive needs assessment to identify gaps in the local healthcare workforce.
 - Developing and supporting a stakeholder group of local healthcare providers, community colleges, workforce boards, and CBOs to design a program that meets community and employers' needs.
 - Creating a recruitment strategy with partners to effectively reach individuals in disinvested communities.
 - Development of a curriculum to educate school-age children about healthcare career options.
 - Hiring a writer to apply for grants and solicit scholarship funding for future program participants.

Example 2

- Digital cooperative platform to improve decision-making in the agriculture sector. Eligible Catalyst projects include anything **ahead** of deployment of the platform.
 - Hiring an individual/firm to write a business plan.
 - Developing and supporting a stakeholder group of farmers, local governments, distributors, etc.
 - Establishing the data collection process and collecting data.
 - Designing the tool- user interface, algorithms, etc.
 - Developing a prototype.

Example 3

- Revolving loan fund for small/mid-sized farms to adopt Ag Tech in the region. Eligible Catalyst projects include establishing the revolving loan fund and the steps needed to do so. Those may include:
 - Market analysis and needs assessment
 - Designing the fund structure and eligibility
 - Identifying other matching funds for the fund
 - Staffing and designing the lending process
 - Conducting outreach and technical assistance
 - Developing long-term plans for the fund

NOTE: An important note is that the program legislation requires that funds “coordinate with, advance, and complement, without supplanting, state and federal infrastructure investments.” This means that the Regional Investment Initiative funds cannot take the place of or replace other State or federal funds allocated for the project.

An aerial photograph of a city at dusk, showing buildings, roads, and mountains in the distance. A large blue rectangular overlay is centered on the image, containing white text. Two vertical red bars are positioned on the left and right sides of the blue overlay, partially overlapping the white text area.

Implementation and Catalyst Outcomes

**How Similar Should We Keep
Outcomes and Scoring
Guidelines between the two
funding sources?**

An aerial photograph of a city at dusk, featuring a prominent blue and red graphic overlay. The blue overlay is a large rectangle with a white center, and the red overlay consists of two vertical bars on either side of the white center. The text "Implementation Grant" is centered in the white area.

Implementation Grant

Regional Top Line Strategies

1. Career Pathways: Improve education and workforce training opportunities that support career pathways to high-road jobs, particularly in priority industry sectors,
2. Apprenticeships: Increase access to apprenticeship opportunities that lead to high-road jobs particularly in priority industry sectors in the region
3. Enhance Quality of Life: Increase wrap-around services to ensure the health and well-being of all families and neighborhoods, particularly in disinvested communities, foster a sense of inclusivity and support, improving climate resilience and quality of life
4. Small Business, Worker Ownership and Entrepreneurship: Provide capital, technical assistance, and other resources for small businesses, worker ownership and entrepreneurs

Regional Top Line Strategies

5. Housing: Increase the availability and accessibility of affordable and workforce housing to workers while promoting infill low impact development and sustainability, including rental and ownership
6. Uplift Community Voices through Respectful Cultural Engagement: Improve community participation in the creation of strategies and projects to ensure the highest benefit to disinvested communities. Cultural humility and respectful cultural engagement are essential to the implementation of the plan, including respecting workers, residents, and business owners by following their community norms and customs when engaging with them
7. Green and Emerging Technology and Innovation: Invest in innovation, research, and industry cluster development in green and emerging technologies, including energy, transportation, infrastructure, nature-based solutions and climate adaptation
8. Climate Resilient Environment: Take actions to support a sustainable environment, including preparing for and mitigating climate change, which includes, but is not limited to, making, planning, development, infrastructure and quality of life decisions that provides a net environmental benefit

Likely State Implementation Categories

Innovation Ecosystem (7,4)

- Projects address innovation gaps in an industry, such as fostering an entrepreneurial culture, bringing ideas to market by supporting product or commercialization development, market-relevant R&D investment, support for businesses to incorporate new products or processes, and related supply chain advancements.

Entrepreneurship and Access to Capital (4)

- Projects support firms and entrepreneurs with the capital and technical assistance required for new and expanding businesses, such as incubators and accelerators and revolving loan funds, among others.

Likely State Implementation Categories

Infrastructure and Community Facility Development (8,3)

- Projects support targeted value chain investment for cluster growth, such as tailored or supportive infrastructure development, and multipurpose real estate development.

Social Infrastructure (3,5,6)

- Projects that remove barriers for communities to access opportunities such as equity initiatives, capacity or network building, or wrap-around safety net supports that enable participation in local and regional economic initiatives.

Likely Implementation Categories

Workforce Development (1,2)

- Projects that support workforce training and/or supportive services, in sustainable career pathways, and align with both the priority industries, as defined in a relevant regional economic development strategy, a relevant California Jobs First Strategy and the goals of the 2024 Master Plan for Career Education.
- Training programs are defined as participant-serving programs where participants receive skill development and/or experience and are expected to be placed in employment following training.

Alignment with California Jobs First Priorities

Equity – Identify how the project provides direct, meaningful, and assured benefits to disinvested communities.

Climate – Identify how the project aligns with major state climate goals and policies such as mitigating greenhouse gas (GHG) emissions, reducing climate vulnerability, or promoting climate adaptation or mitigation efforts.

Job Quality and Access – Explain how the project supports family-sustaining jobs. Qualities of family-sustaining jobs may include, but are not limited to, the following: (1) payment of workers at or above local or regional living wage standards as well as payment at or above regional prevailing wage standards where such standards exist for occupations targeted by the project; (2) provision of opportunities for career advancement and wage growth; (3) paid health, leave, and retirement benefits; (4) consistent scheduling; (5) safe and healthy working conditions; and (6) opportunities for collective worker input and representation. High quality jobs may be defined through Project Labor Agreements or Community Workforce Agreements where applicable.

Possible Implementation Scoring Rubric

Category	Criteria	Points
Objectives and Vision	Describes project objectives and vision and identifies the project type (planning, predevelopment, or implementation). Implementation projects identify the relevant project category(ies) from the SFP.	5
	Identifies an existing problem(s) the project aims to solve, and briefly describes how the project aims to reduce the problem(s).	5
Section Total		10
Project Design		
	Explains the project in detail by articulating specific project goals, outputs, and desired outcomes.	15
	Explains how activities, timelines, and milestones in Proposed Workplan ensure project goals will be achieved.	15
	Includes clear indicators or metrics for tracking success of the project in achieving anticipated outcomes.	5
Section Total		35
Alignment with California Jobs First Priorities		
	Equity – Identifies how the project provides direct, meaningful, and assured benefits to Tribal communities.	10
	Climate – Identifies how the project aligns with major state climate goals and policies such as mitigating greenhouse gas (GHG) emissions, reducing climate vulnerability, or promoting climate adaptation or mitigation efforts.	10

Possible Implementation Scoring Rubric

	Job Quality and Access – Explains how the project supports family-sustaining jobs. Qualities of family-sustaining jobs may include, but are not limited to, the following: (1) payment of workers at or above local or regional living wage standards as well as payment at or above regional prevailing wage standards where such standards exist for occupations targeted by the project; (2) provision of opportunities for career advancement and wage growth; (3) paid health, leave, and retirement benefits; (4) consistent scheduling; (5) safe and healthy working conditions; and (6) opportunities for collective worker input and representation. High quality jobs may be defined through Project Labor Agreements or Community Workforce Agreements where applicable.	10
Section Total		30
Applicant Capacity	Describes organizational capacity to manage and implement the project, including identifying key personnel; includes description of project partners organizational capacity and key personnel as necessary.	10
Section Total		10
Budget	Proposed Budget provides adequate detail to understand proposed activities, including reasonable tasks and timeline and feasible financial projections.	5
	Budget Narrative explains activities in Budget and develops clear financial picture of project.	5
Section Total		10
Workplan	Proposed Workplan delineates activities and milestones that clearly communicate project implementation process and demonstrate a feasible timeline.	5
Section Total		5
RUBRIC Total		100

An aerial photograph of a city at dusk, featuring a prominent white building with a grid-like facade and a curved road with traffic. The image is framed by a thick blue border, with two vertical red bars on the left and right sides. The word "Questions" is centered in the white space.

Questions

Discussion

- How similar should our Regional Catalyst Outcomes and Rubric match the State's and Regional Implementation Scoring Rubric ?
 - What should be the outcomes of this initiative?
 - What do you like and or don't like about the state's rubric?
 - How much should we allow the implementation funding influence what we want to do regionally?
 - If they shouldn't be similar, what should be emphasized, deemphasized, added, or subtracted?
- Catalyst Funding
 - How many rounds of funding?
 - Fund activities for lots of different projects or fund a few projects all the way through to implementation?
 - Do have maximum and minimum amount of funding based on the 8 Top Line Strategies?
 - Do we have maximum's based on the type of catalyst projects? (i.e. Strategic Planning, Environmental Infrastructure Development, Capacity building and Project Support)

An aerial photograph of a city at dusk, featuring a prominent white building with a grid-like facade. The image is overlaid with a large blue rectangle that contains a white box. Two vertical red bars are positioned on the left and right sides of the white box. The text 'Investment Playbook' is centered within the white box, underlined.

Investment Playbook

An aerial photograph of a city at dusk, featuring a prominent blue frame and two vertical red bars. The cityscape includes a large, modern building with a grid-like facade, a multi-lane highway with traffic, and various other urban structures. The sky is a mix of blue and white clouds.

Project Survey

An aerial photograph of a city at dusk, featuring a prominent white building with a grid-like facade and a curved road with traffic. The image is framed by a thick blue border, with two vertical red bars on the left and right sides. The word "Questions" is centered in the white space.

Questions