

Valley CERF

CENTRAL SJV REGIONAL
HIGH ROAD TRANSITION COLLABORATIVE (HRTC)



REGIONAL CONGRESS

August 23rd | 10 a.m. – 1 p.m.
Visalia Convention Center
303 East Acequia Avenue Visalia, CA 93291

PURPOSE & OUTCOMES

- Create a baseline understanding of Valley CERF,
- Come together as a region to collectively envision a better future,
- Understand and gain knowledge around the baseline data that will be the foundation of our regional work.

AGENDA

- 1. Registration (9:30-10:00 a.m.)**
 - Registration begins at 9:30am
 - Coffee, whole fruit, and assorted nuts available
- 2. Welcome & Introductions (10:00-10:30 a.m.)**
Mayor Brian Poochigian, City of Visalia
- 3. Data Walk & Table Discussions (10:30-11:50 a.m.)**
 - Review and discuss regional data gathered by Urban Institute, Sierra Resource Conservation district, and Yosemite Sequoia Resource Conservation & Development Council
- 4. Lunch Buffet (11:50-12:20 p.m.)**
 - Tri Tip, Chicken, Salads, and side dishes.
- 5. Report Out (12:20-12:50p.m.)**
- 6. Closing & Pathway Forward (12:50 -1:00 p.m.)**
Ashley Swaengin, President & CEO, Central Valley Community Foundation



What to know about the August Regional Congress

WHEN

Wednesday, August 23rd

10 a.m. – 1 p.m.

*Registration opens at 9:30 a.m.

WHERE

Visalia Convention Center

303 E Acequia Ave, Visalia, CA 93291

FREE parking is available near the Visalia Convention Center and throughout the City of Visalia, see the picture below.

HOW TO GET THERE

- A shuttle will be driving down from the Fresno State Office of Community Economic Development (OCED). Please contact Eduardo Gonzalez (edgonzalez@csufresno.edu) for more information.
- To reduce greenhouse gas emissions, you might want to carpool with other HRTC members.

WHY

We are having this Regional Congress to:

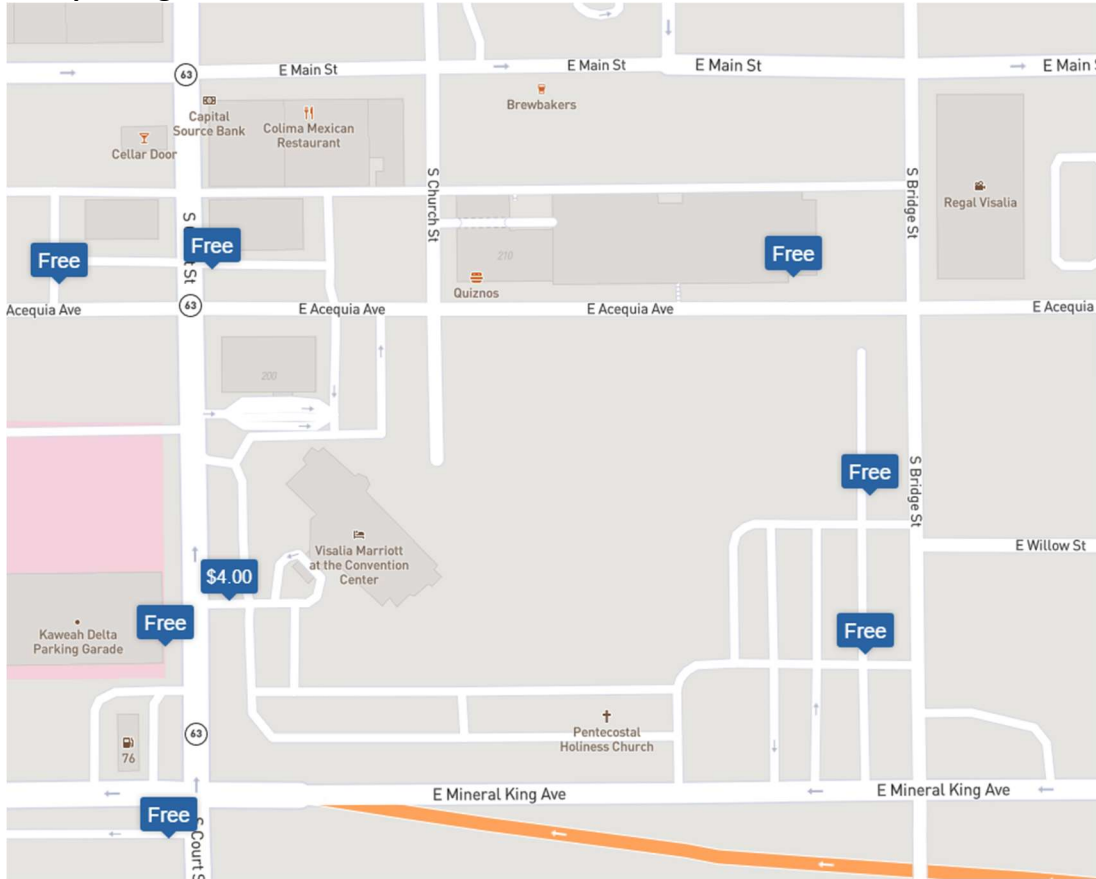
- Come together to discuss the challenges and opportunities we have, as a region.
- Get to know people from across the region who have similar interests to ours.
- Discuss potential strategies to foster an inclusive and sustainable economy in the Central San Joaquin Valley.
- Provide your input as we lay the foundation for developing our Valley CERF Regional Plan.

LOGISTICS

- Please plan to be at the Visalia Convention Center by 9:30 a.m. to register for the event, get coffee and snacks, and find your table.
- Dress comfortably, including comfortable shoes, and bring a light jacket/sweater in case the air conditioning is too cool.
- You will be given a nametag and a table number when you check in at registration.
- You will *not* be sitting with the other members of your HRTC. We want folks from across the region to get to know each other and will be making sure there is a mix of people from different HRTCs at each table.
- Every table will have a facilitator to make sure that the meeting goes smoothly. They will be wearing a GREEN name tag.

For questions on the day of the event, please call Blanca Williams at 559.825.6201 or Terry Graham at 559.266.5600.

Free parking near the Visalia Convention Center





Glossary of Terms

- **Economic Resilience:** The ability to avoid, withstand, and recover from economic shocks. This includes foreseeing, adapting to, and leveraging changing conditions to a region’s economic advantage.
- **Equity:** Prioritizing equity requires identifying how the benefits and burdens of economic development, regional planning, and other relevant processes are distributed in and across communities. Equity requires identifying present-day disparities and confronting the planning, development, and decision-making processes that keep existing barriers in place and perpetuate historical injustices.
 - **Economic Equity:** All people of the state regardless of race, gender, or nativity, can contribute to and access the opportunities of a strong, resilient economy.
 - **Environmental Equity:** All people of the state have equal protection from the impacts of environmental degradation and climate change and equal access to natural resources and recreation opportunities in a clean, healthy environment.
 - **Health Equity:** All people of the state have full and equal access to opportunities that enable them to lead healthy lives. Focusing efforts on achieving health equity can lead to significant progress in addressing the impacts of climate change, economic disruptions, and other aspects of economic recovery and transition.
- **High Road Transition Collaboratives (HRTCs or “Collaboratives”):** Inclusive regional planning groups that consist of balanced and meaningful representation from regional stakeholders. Like a “team of teams,” the Collaboratives incorporate existing local planning efforts and organizations from across the region.
- **Industry Cluster:** A geographic concentration or emerging concentration of interdependent industries with direct service, supplier, and research relationships, or independent industries that share common resources in a given regional economy or labor market.
- **Sustainability:** A concept that emphasizes three pillars of equity, environment, and economy. It focuses on equitable economic development that is self-sustaining and aims at a carbon-neutral economy addressing the needs of diverse communities including disinvested communities. Sustainable approaches should decrease reliance on fossil fuels and increase water and/ or energy efficiency.



Strategies & Opportunities for the Valley CERF Region

The economic, equity, public health, and climate change challenges facing Central San Joaquin Valley are intersecting and interdependent, and have many implications for the well-being of residents and vitality of the region as a whole – now and into the future. **The next phase of work for Valley CERF is discussing holistic solutions that can address these challenges and advance CERF goals for a competitive and resilient, equitable, and climate-forward economy in the Central San Joaquin Valley.**

A few key strategies that the HRTCs can consider include:

- Advancing one or more **alternative economic frameworks** that are correlated with higher wages, economic equity, environmental health, stronger and more resilient businesses, and stronger and more resilient economies.

Examples of alternative economic frameworks relevant to CERF goals include local, triple bottom line, solidarity, circular, and doughnut. Urban will be researching these through November 2023.

- Supporting dominant industries and **industry clusters** to become socially and environmentally responsible, and grow new industries and industry clusters that are well-positioned to advance CERF goals.

Examples of industry clusters relevant to CERF goals include responsible food systems (inclusive of regenerative agriculture), clean energy (inclusive of solar and energy efficiency), integrated water resource management, and circular manufacturing. Urban will be researching these through November 2023.

- Investing in equitable **public health** in the region, which can not only help meet current and future healthcare needs of residents, especially those in the region's disinvested areas, but can also create new and quality jobs in these communities.
- Invest in equitable **digital access**, such as internet and broadband, which is necessary for upward mobility as well as climate action.
- **Policy** (regulatory, restrictive, and facilitating) **and other systemic changes** are necessary to further ensure that all public and private actors are participating in efforts to advance a competitive and resilient, equitable, and climate-forward economy for all in the Central San Joaquin Valley.

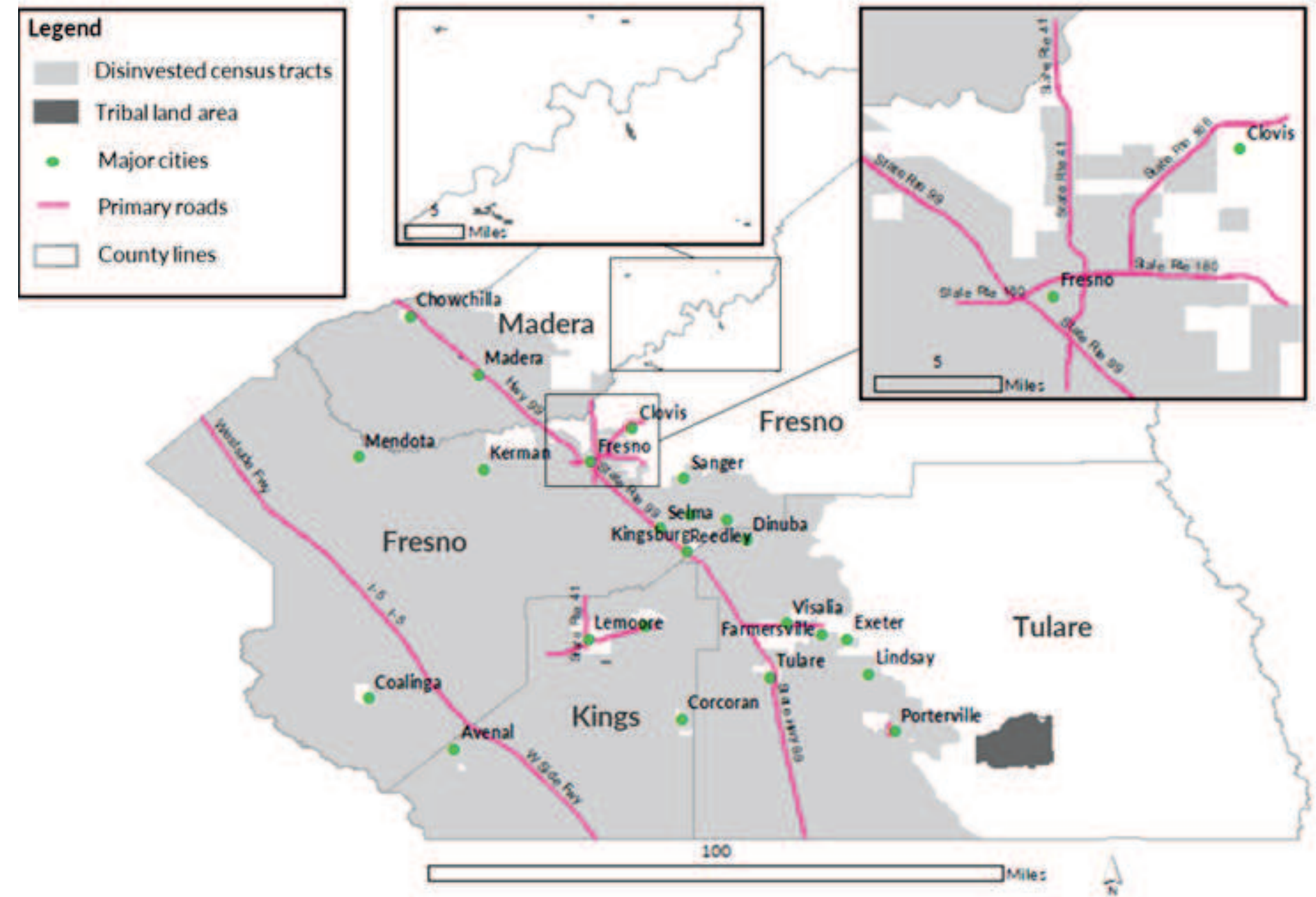
ABOUT THE URBAN INSTITUTE

The Urban Institute is a nonprofit research organization that provides data and evidence to help advance upward mobility and equity. We are a trusted source for changemakers who seek to strengthen decisionmaking, create inclusive economic growth, and improve the well-being of families and communities. For more than 50 years, Urban has delivered facts that inspire solutions—and this remains our charge today.

Roughly two-thirds of the areas within the Valley CERF region are designated as disinvested

- The region has a **total population of 1.78 million**.
- Nearly **2 out of every 3 residents (1.1 million people)** live in a disinvested area.*
- There are **seven Tribal land areas** in the region which are home to just under **2,100 people**.

* Disinvested areas are defined as census tracts identified as 'disadvantaged' by the California Environmental Protection Agency based on geographic, socioeconomic, public health, and environmental hazard criteria.

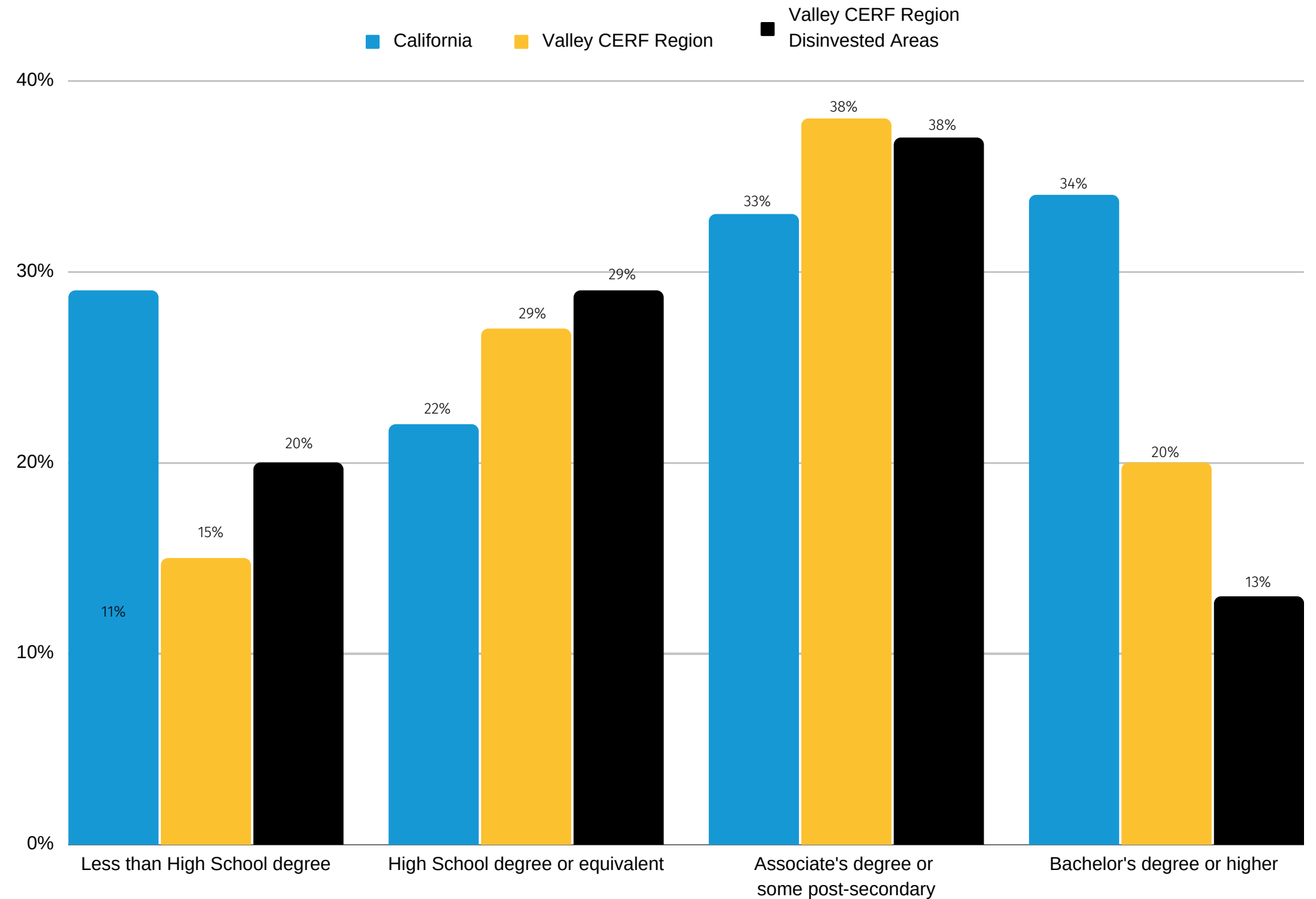


Source: Disadvantaged Communities; Data.gov: Nation, US, American Indian/Alaska Native/Native Hawaiian (AIANNH) Tribal Subdivisions

Adults in disinvested areas tend to have less formal education than adults in other parts of the region and state

- A higher share of adults have less than a high school diploma in the Valley CERF region compared to California, especially in the disinvested areas.
- A smaller share of the disinvested area population graduated from college in the region compared to California.

Shared of voting age population



Source: 5-year ACS data from 2017-2021

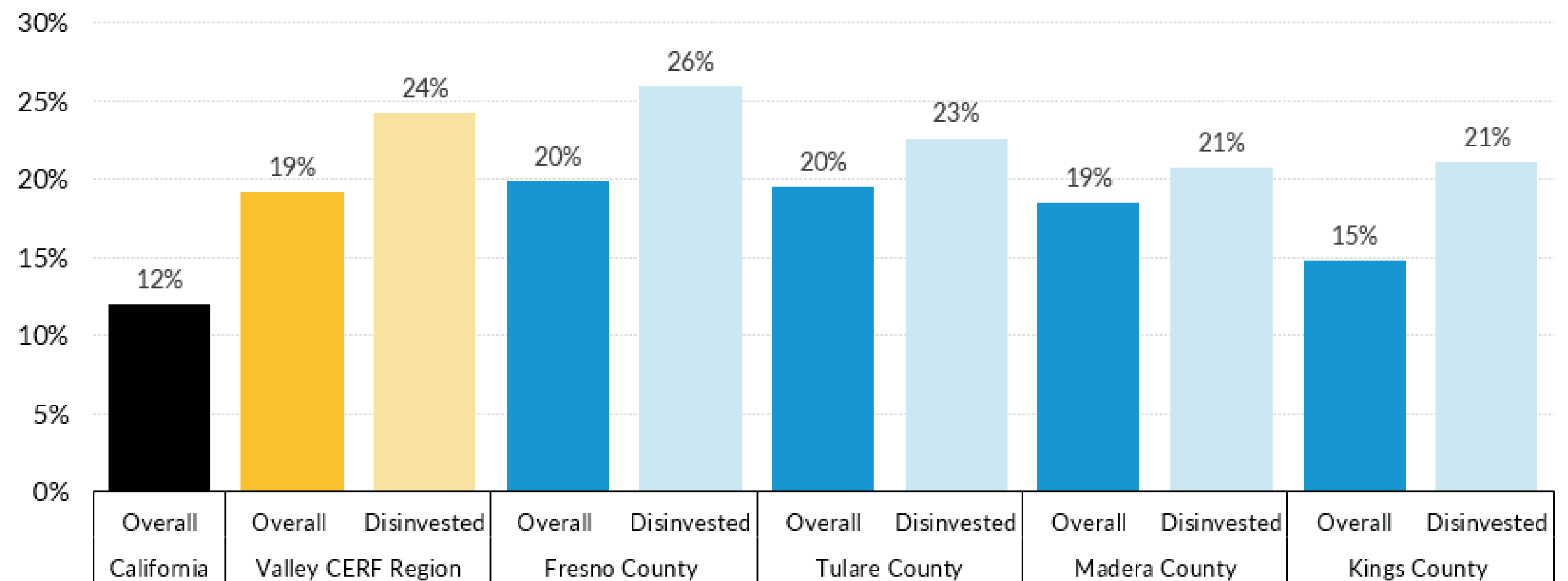
Notes: All figures are out of the voting age population. ACS does not ask about vocational training.



Poverty rates are highest in the Valley CERF region disinvested areas

- Nearly **1 of every 5 people** lives below the poverty line in the Valley CERF region.
- **Average household income tends to be lower** in the region than in California and **households have more people.** (data not pictured)

Share of households with income below poverty level



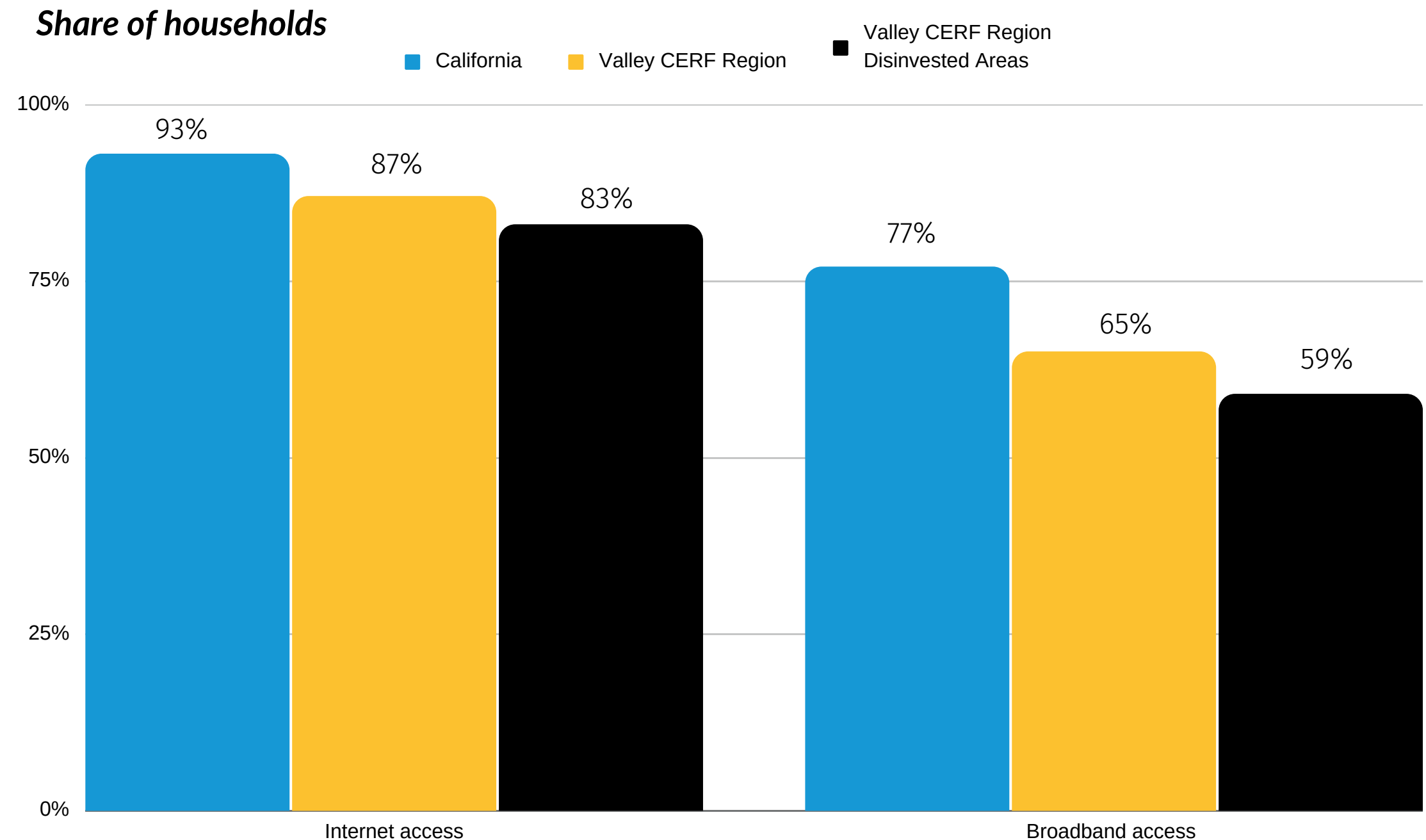
Source: 5-year ACS data from 2017-2021

Notes: The Central San Joaquin Valley has higher poverty rates than the rest of California. Rates are highest in the disinvested areas of each of the regions' four counties and most pronounced in Fresno County where more than a quarter of the households have incomes below the poverty line. Within the region, Kings County has the lowest overall rate of poverty (15 percent) while the other three counties are in the 19 to 20 percent range.



Fewer residents of the Valley CERF region have access to the internet and broadband than the rest of California

- Nearly **twice the population share do not have access to internet** in the Valley CERF region compared to California.
- A **smaller share of the population has broadband** in the region than in the state.

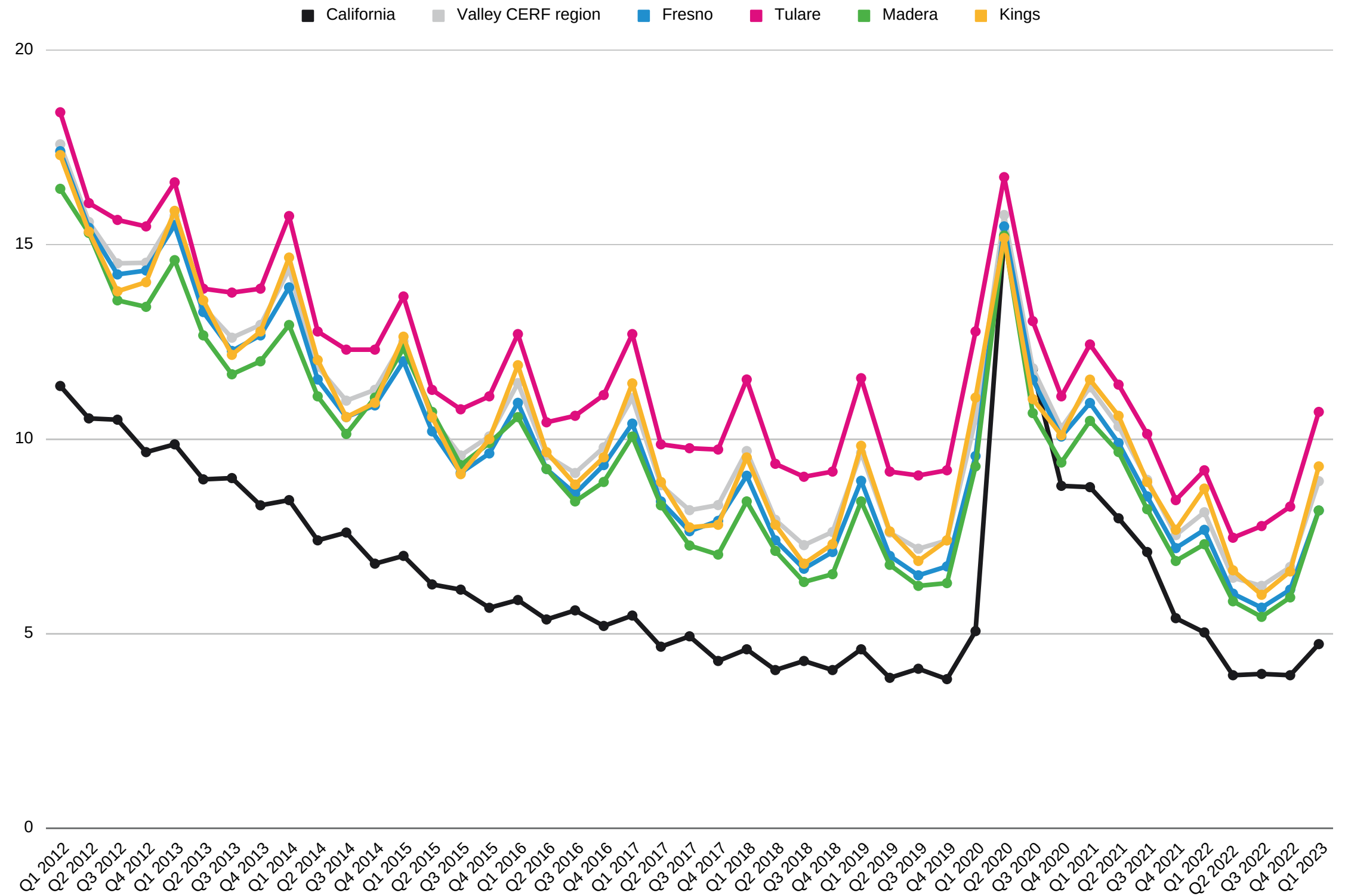


Source: 5-year ACS data from 2017-2021

Notes: Internet access may be via smartphone, tablet, desktop, or other means

Unemployment rates are consistently higher in the region than the state and spiked during the pandemic

- Unemployment rates and labor force participation have largely **rebounded to pre-pandemic levels** in the Valley CERF region.
- The region's unemployment and labor force **have more seasonal variability** than what we see for the state overall.

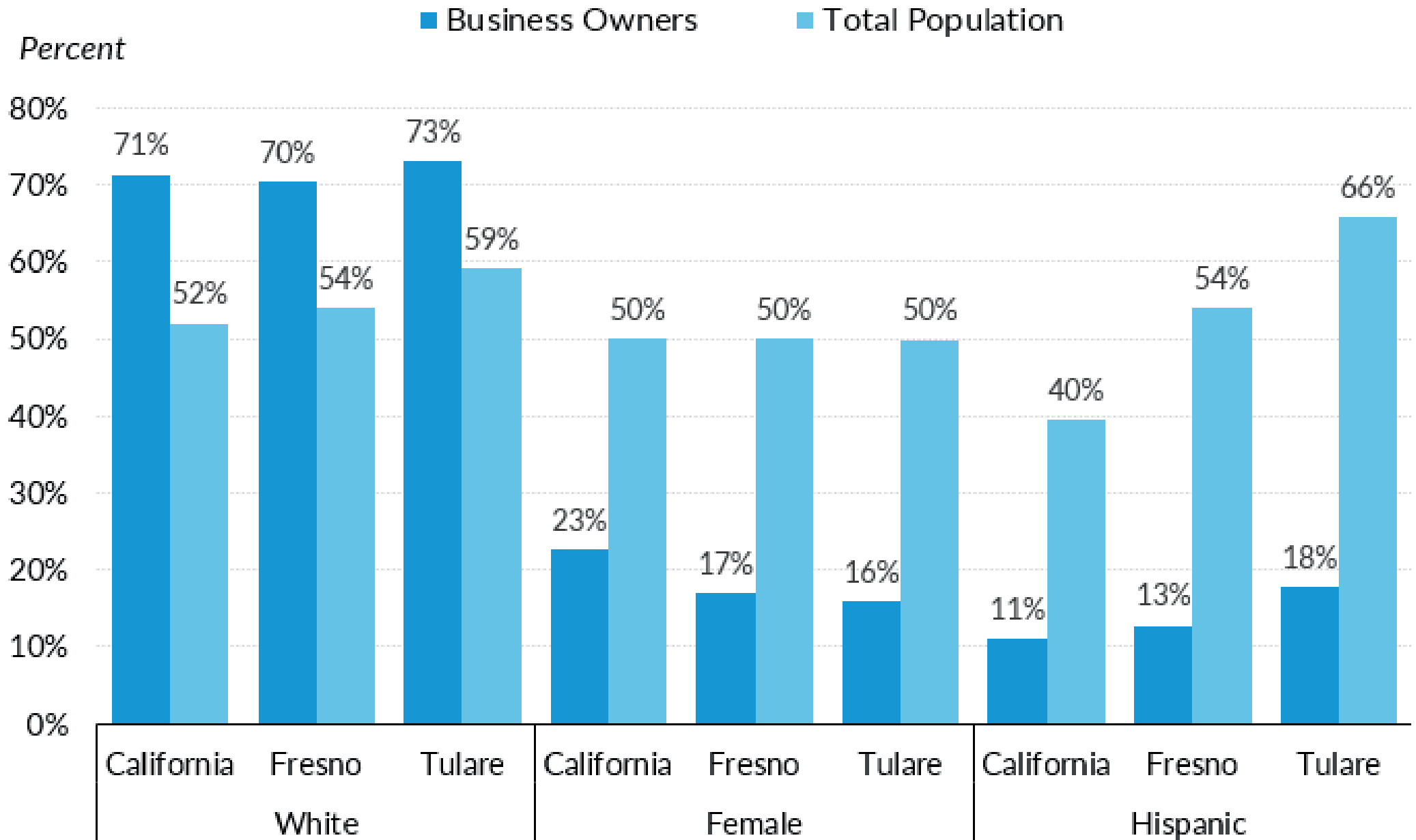


Source: California Employment Development Department, county profile, <https://labormarketinfo.edd.ca.gov/geography/lmi-by-geography.html>
Note: Rates not seasonally adjusted; monthly data averaged for each quarter



Women and Latinx residents are underrepresented among business owners in the Valley CERF region and in California

- Most businesses are concentrated in **Fresno County (64 percent)** and **Tulare County (21 percent)** and are disproportionately owned by white residents.
- Approximately **90 percent** of businesses in the Valley CERF region and California are small businesses.



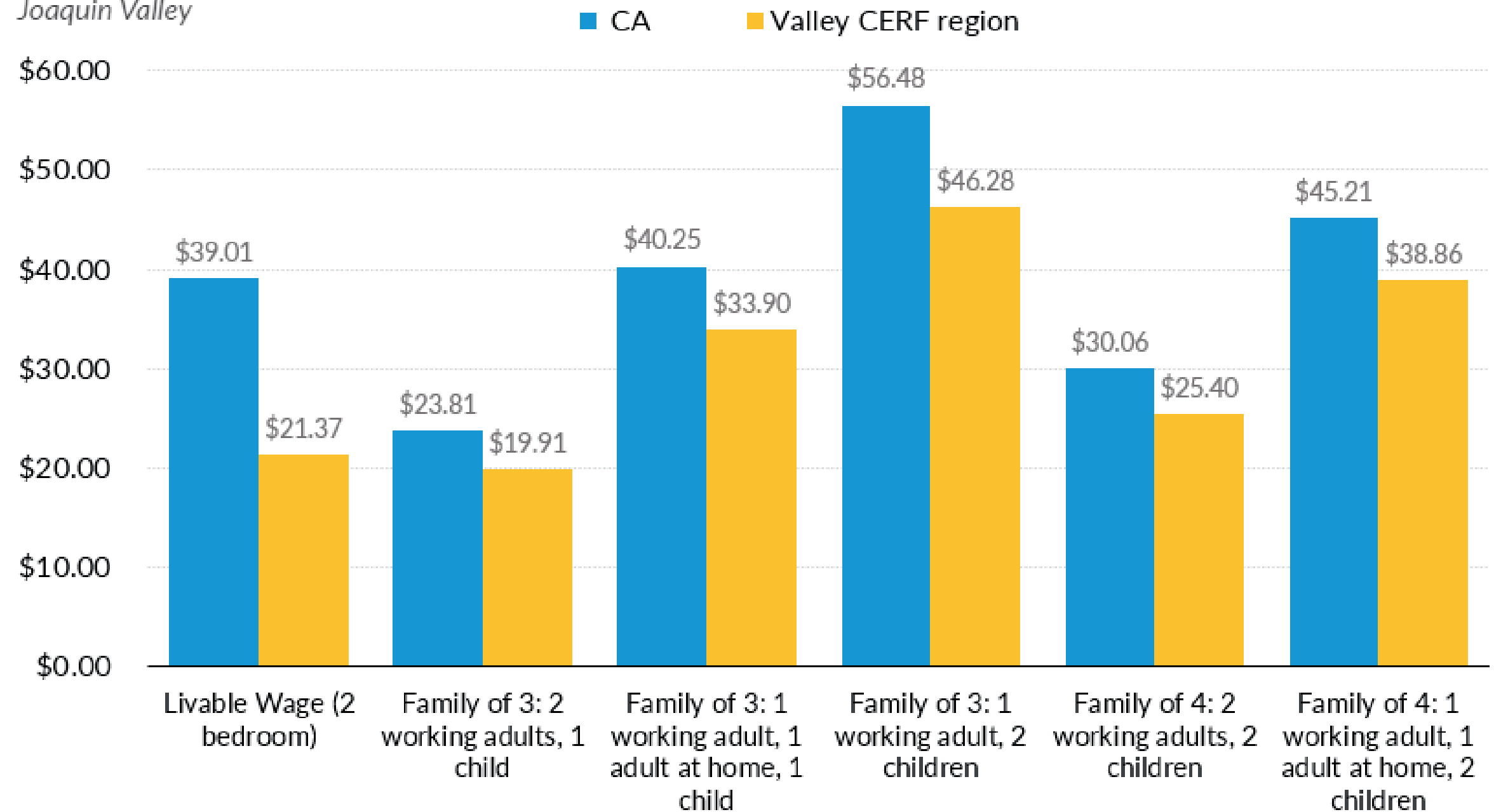
Source: Business data is from the US Census 2020 Annual Business Survey, comparison to total population is from the 5-year American Community Survey data from 2017-2021

Notes: Business data only reflects the Fresno and Visalia MSAs, which were the only regions in the study area for which sufficient data were available to report on all categories of White, Hispanic, and female business owners.

The housing wage in the Valley CERF region is at least \$21 an hour for a 2-bedroom rental, but people may need to earn more if they are sole bread-winners and have children

- **Average household** in the region's disinvested neighborhoods: **3-4 people**; need a **2-bedroom** rental home.
- Housing wage is **hourly rate** needed to spend no **more than 30 percent of fulltime income on rent**.
- Additional income may be needed for families to thrive; **other living wage calculations are higher** than the housing wage shown here.

Dollar thresholds for the average housing wage and living wages in the Central San Joaquin Valley



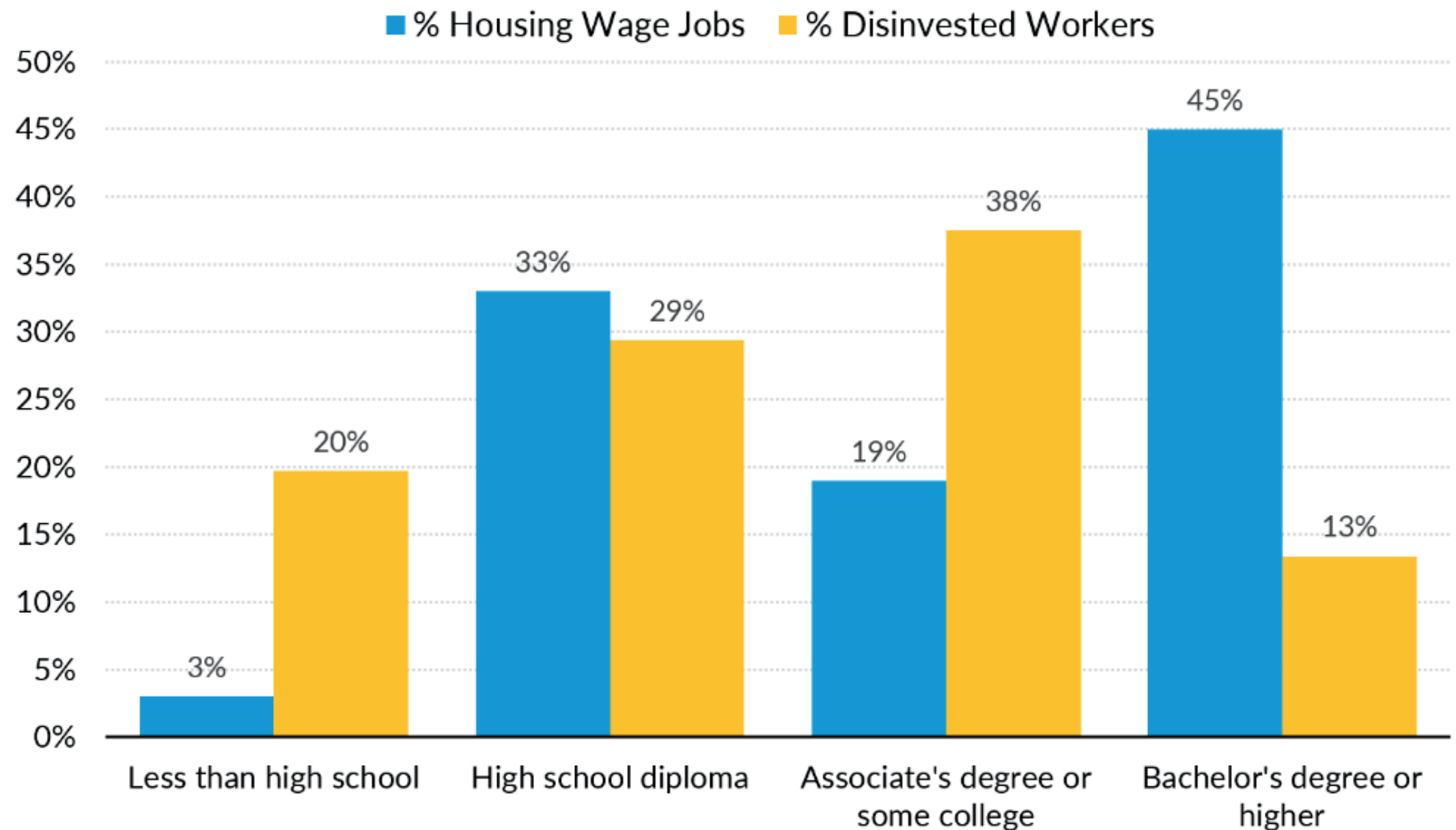
Source: Weighted averages across the 4 counties of 2022 National Low Income Housing Coalition 2-bedroom housing wages; 2023 living wage calculations published by MIT.



Nearly half of housing wage jobs in the Valley CERF region require at least a four-year degree, but most people living in disinvested neighborhoods have less education

- There is a **clear divide** between the level of **education currently required for housing wage jobs** and the educational attainment of adults living in disinvested areas.

Percent of housing wage jobs and disinvested workers by level of education



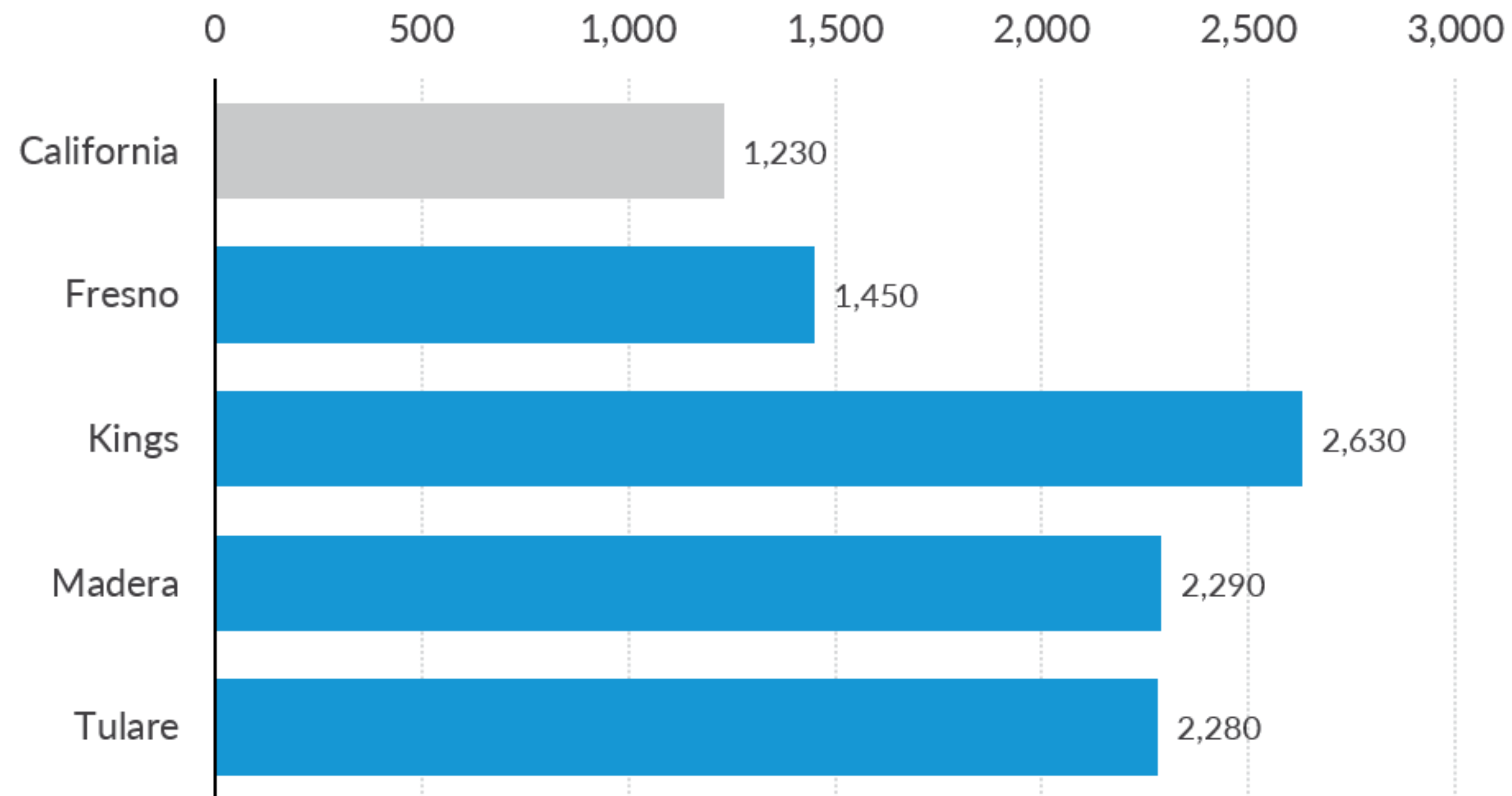
Source: Analysis of 2022 Occupational Employment Survey data, pooled across the 4 counties

Notes: Median wages were benchmarked with a weighted average of the 2-bedroom housing wage for the study area. These data were joined with education required at entry from the Employment Projections program at the Bureau of Labor Statistics. Data on educational attainment of disinvested workers comes from the 2017-2022 ACS 5-year estimates



Regional health system faces provider shortages, limited availability of hospital beds, and higher public insurance enrollment

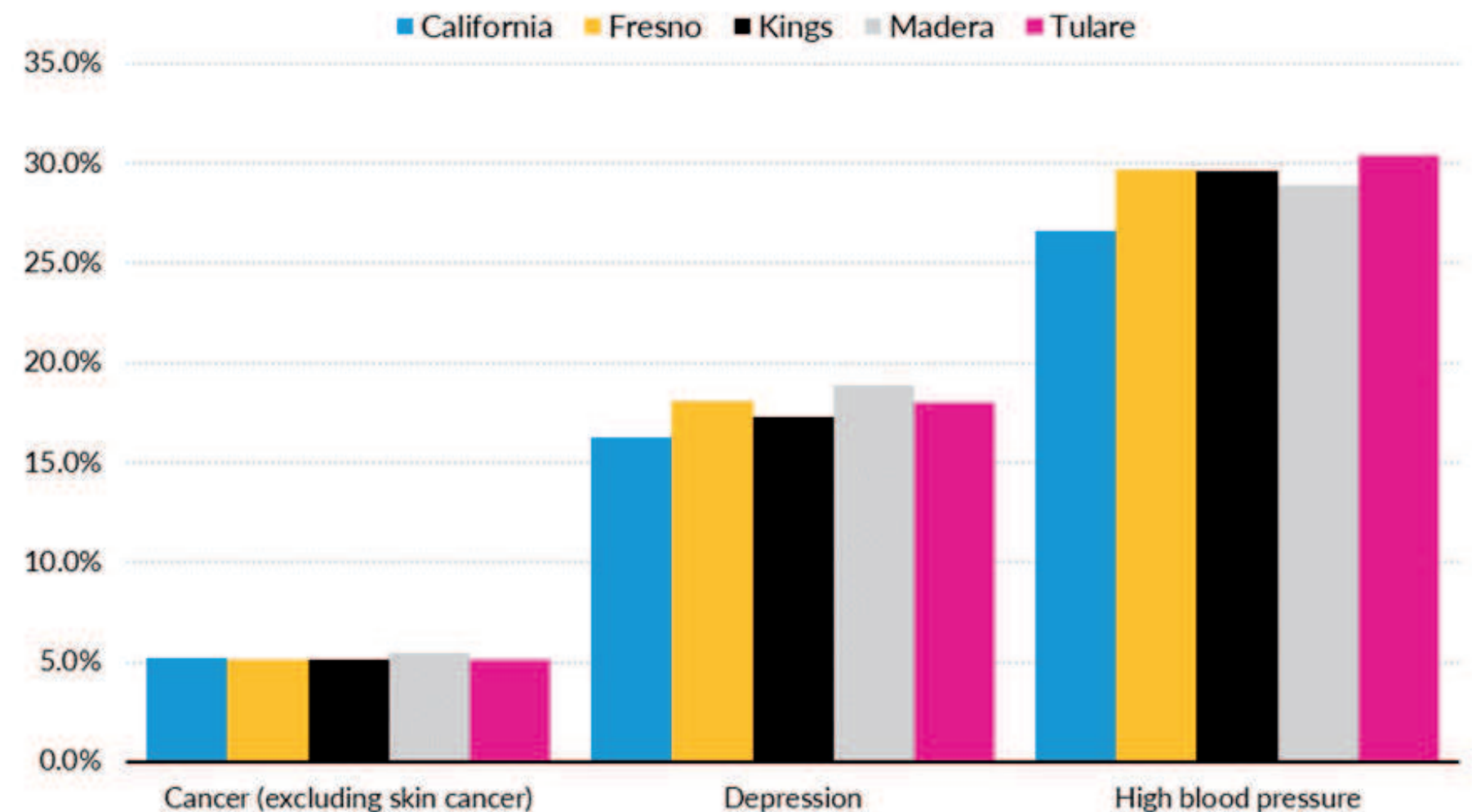
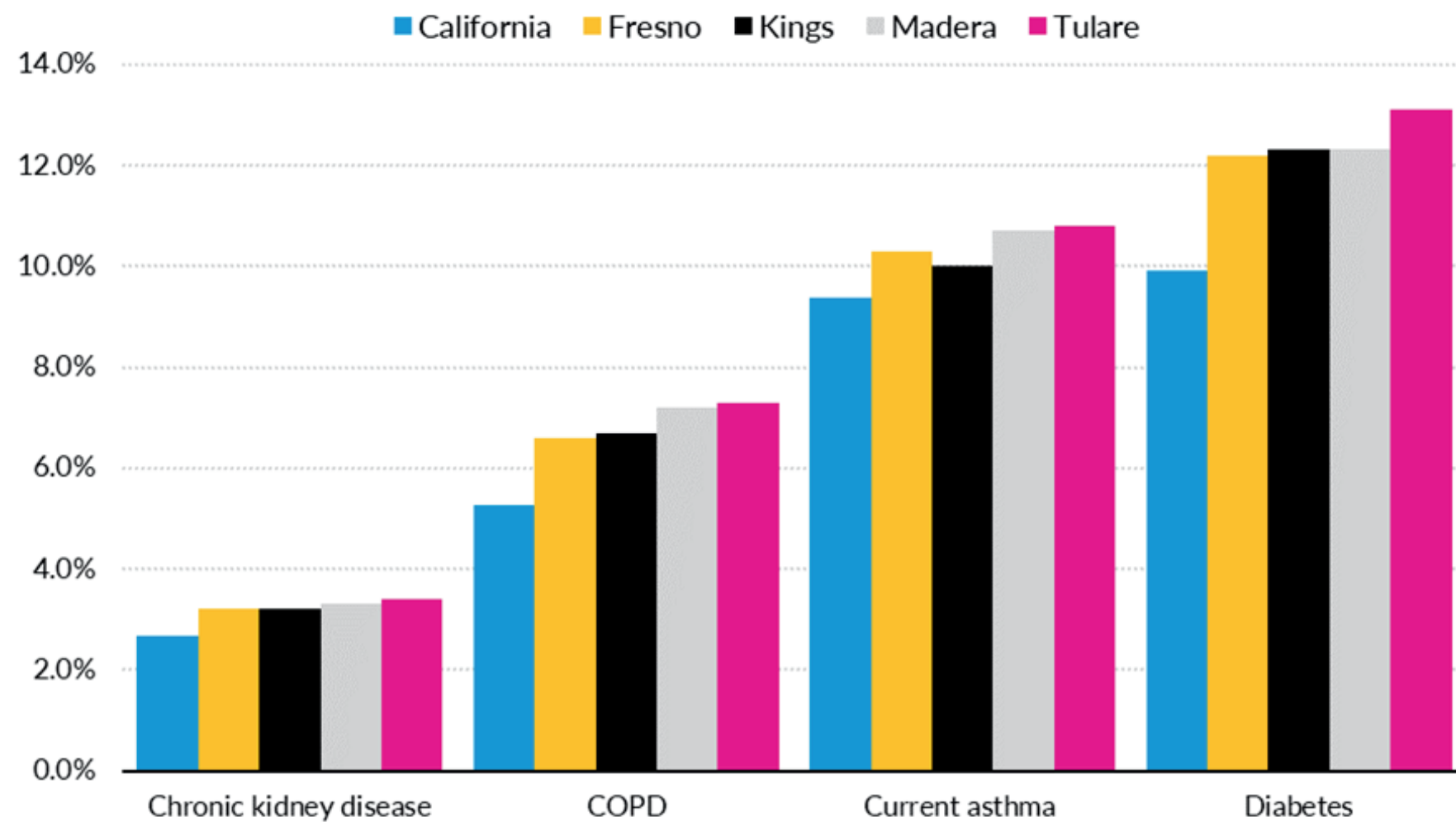
Number of People Per Physician in California and in Valley CERF region



Source: County Health Rankings & Roadmaps, University of Wisconsin Population Health Institute 2023.



The climate, environmental, and economic inequities present in the region, along with significant health care access issues, increase the risk of poor health for residents

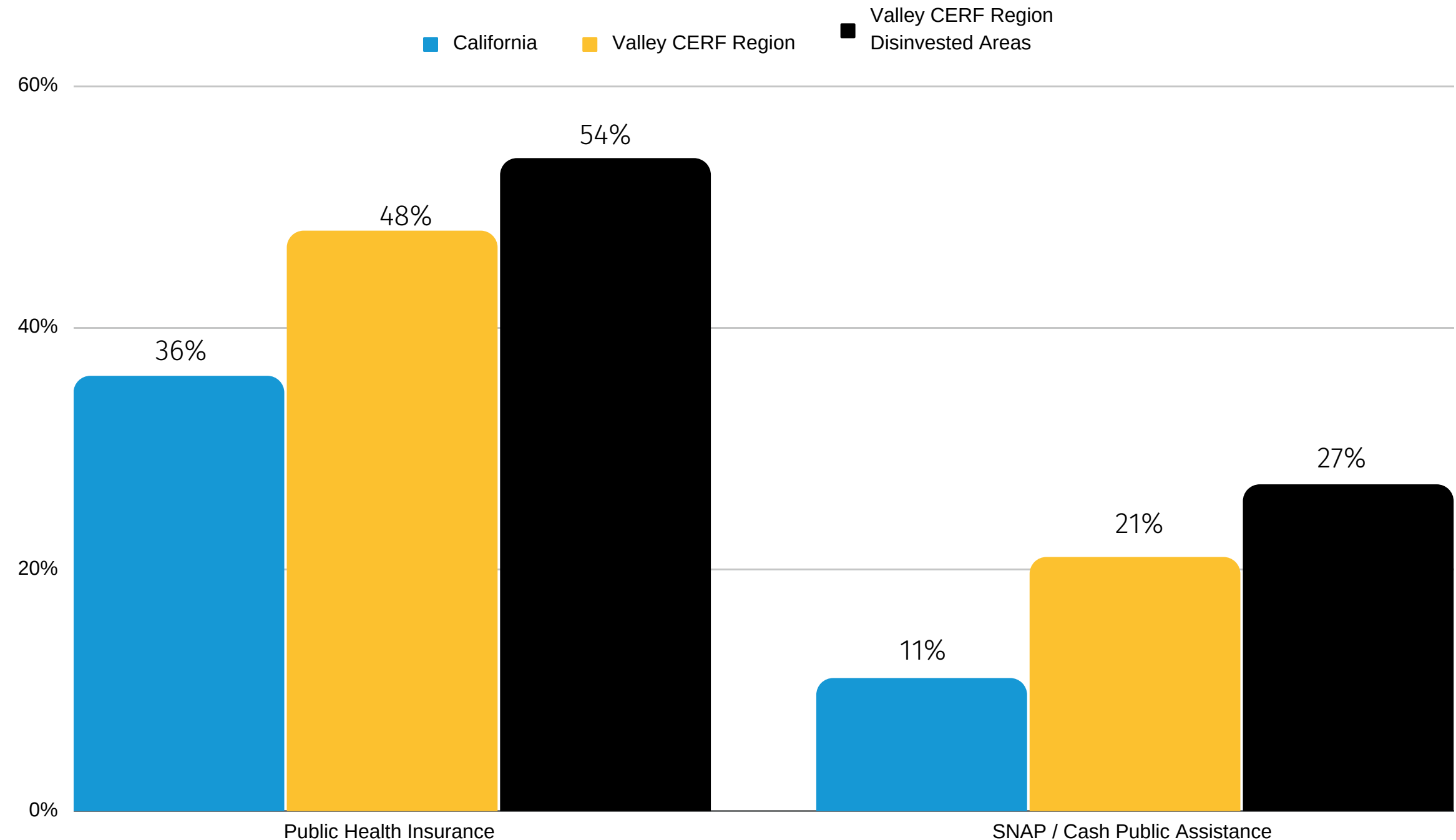


Source: 2022 Centers for Disease Control and Prevention PLACES data release, drawing on 2019 and 2020 Behavioral Risk Factor Surveillance System (BRFSS) data.

Notes: Estimates are age-adjusted. All estimates except those for high blood pressure draw from the 2020 BRFSS.

Public programs provide important support to families in the Valley CERF region

- The share of households receiving cash assistance or food stamps is higher in the region than in California.
- In the region, more of the population relies on public health insurance than in California.



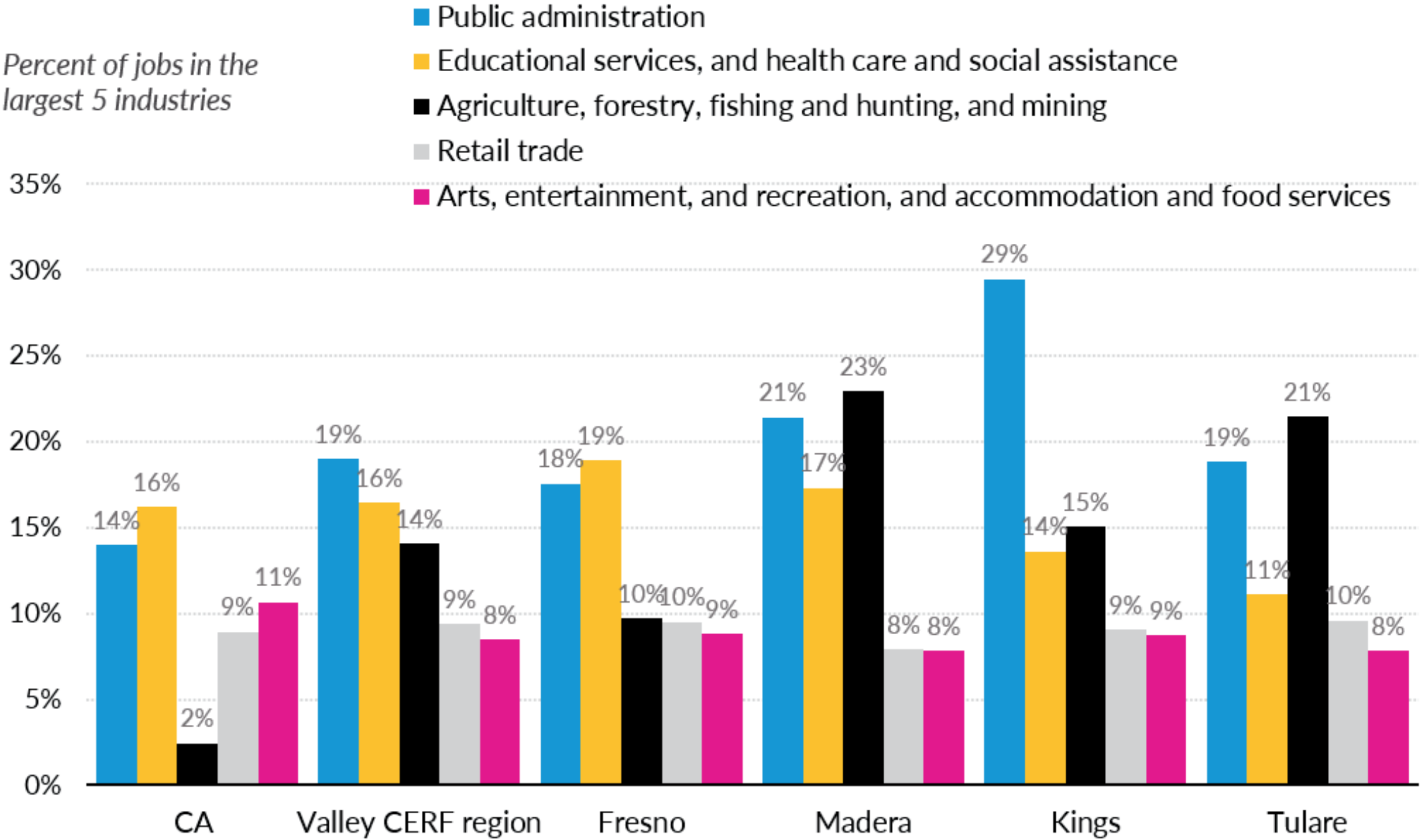
Source: 5-year ACS data from 2017-2021

Notes: Public Health Insurance is a share of people. SNAP/Public assistance is a share of households. SNAP refers to Food Stamps/Supplemental Nutrition Assistance Program Benefits. Cash Public Assistance refers to general assistance and Temporary Assistance to Needy Families (TANF). Separate payments received for hospital or other medical care (vendor payments) are excluded

Government, educational and medical services, and agriculture are the most prominent **industries*** in the Valley CERF region

- Mirrors **common trends** in more rural communities.
- Reflects **high level of federal investment** in the area, compared to other large U.S. counties.
- Workers in disinvested areas are acutely **under-represented in government jobs** (*data not pictured*).

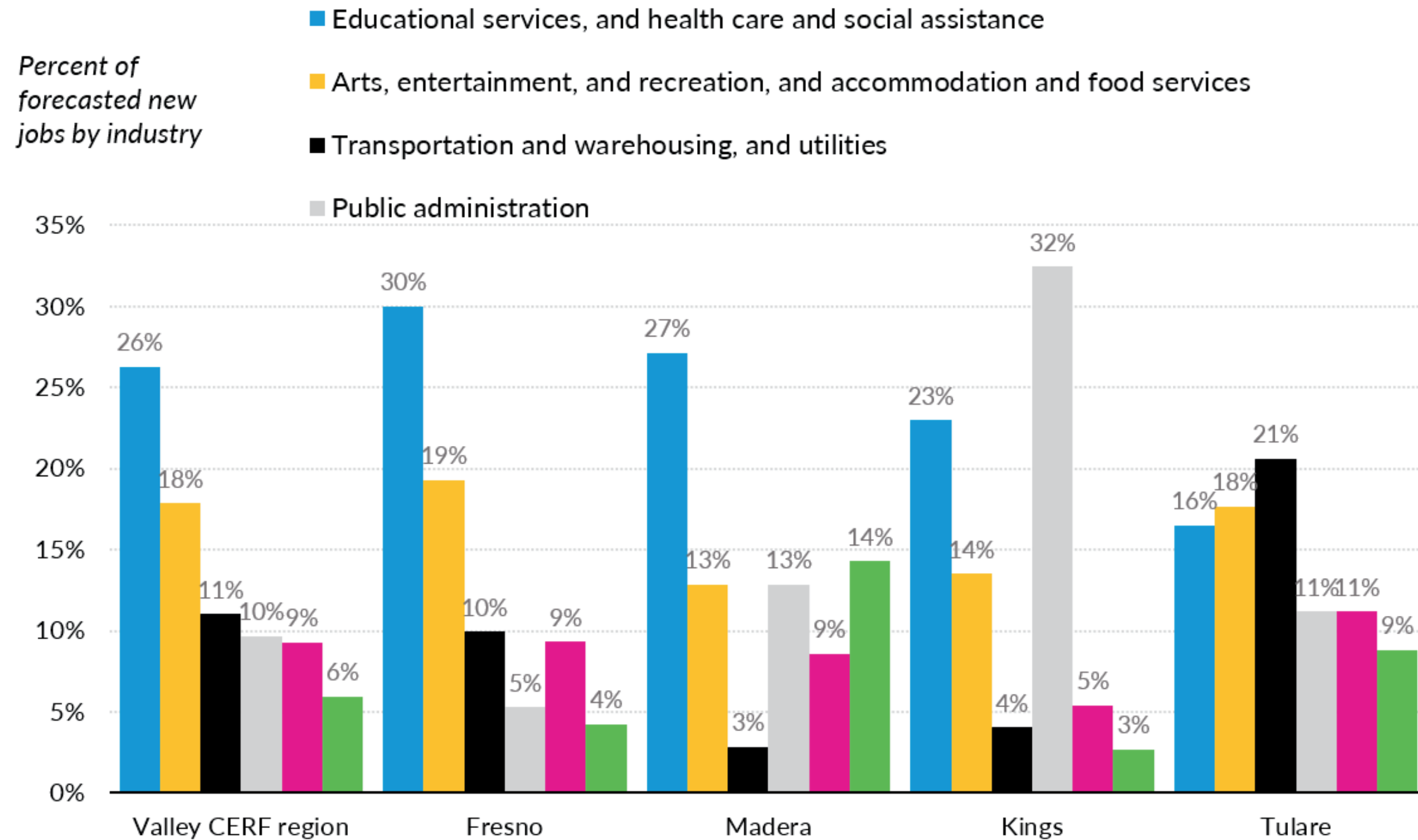
* The term “industry” reflects the type of entity where economic activity takes place (i.e government) as well as the type of good, service, or activity in which private businesses engage (i.e. agriculture or manufacturing)



Source: California Employment Development Department, county profile, <https://labormarketinfo.edd.ca.gov/geography/lmi-by-geography.html>
 Note: Rates not seasonally adjusted; monthly data averaged for each quarter

Overall, the largest share of new jobs in the region will be in educational, health care, and social services

- Overall, around **80,000 new jobs** are expected to be created in the Valley CERF region between 2020 and 2030
- The new jobs are **not expected to change the mix of industries** we're likely to see in 2030.



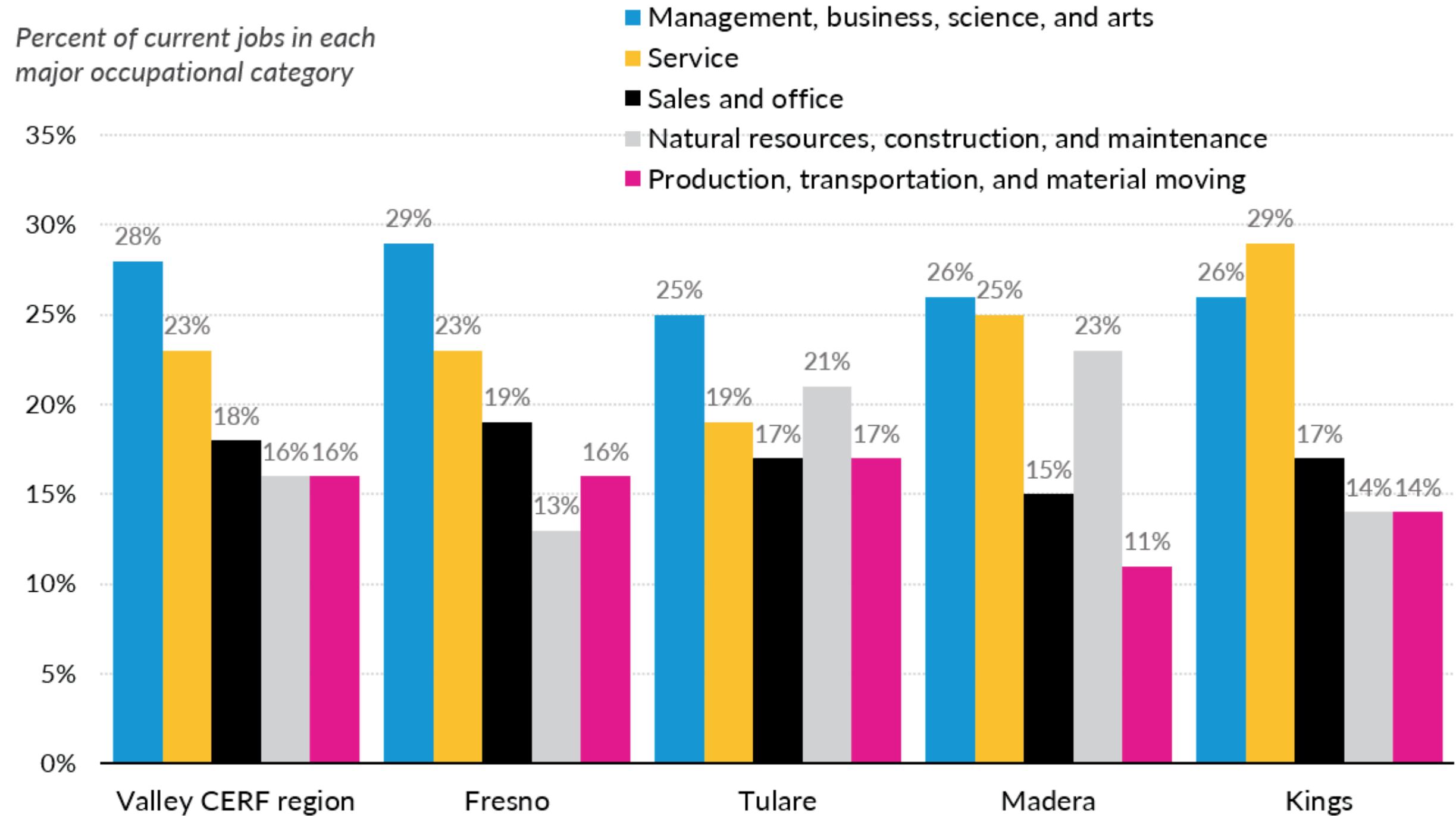
Source: California EDD local calculations of long-term occupational employment projections, 2020-2030



Management and service jobs—prominent in government and in the social sectors—make up the largest group of **occupations*** in the Valley CERF region

- Workers in disinvested areas are **under-represented** in management occupations, and **over-represented** in natural resource, construction, and maintenance. *(data not pictured)*

* The term “occupation” refers to the type of role a worker is in (i.e. sales). People working in the same occupation can work in very different industries.

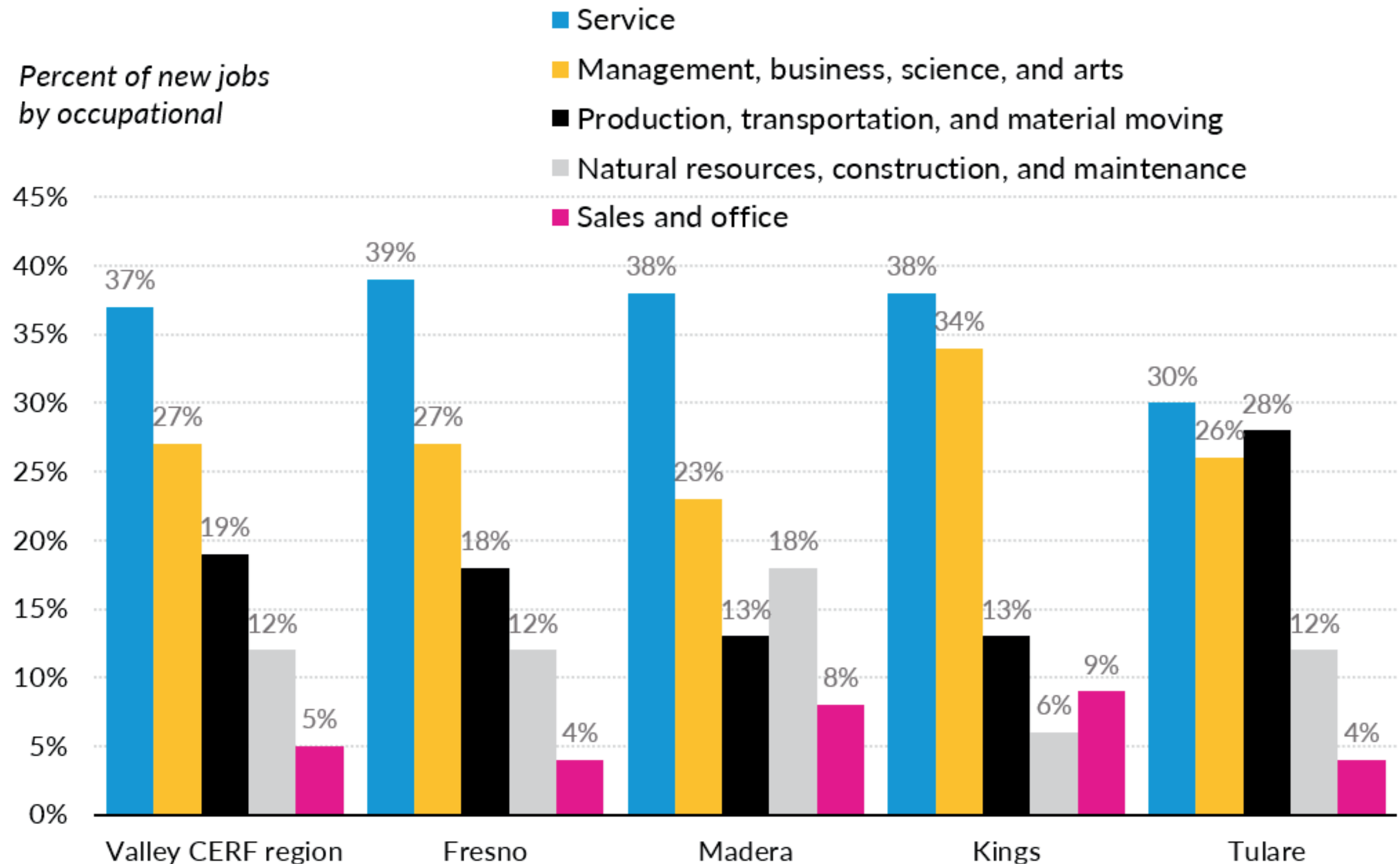


Source: Analysis of 2022 Occupational Employment Survey data.

Notes: Occupational groupings correspond to preexisting categories in the American Community Survey.

Service occupations account for the largest share of projected job growth across the Valley CERF region

- About half of the **job losses** in coming years will be in **sales and office** occupations, although overall job losses are projected to be small.
- **Overall mix of occupations not projected to change much by 2030.**



Source: California EDD local calculations of long-term occupational employment projections, 2020-2030

LAND

Valley CERF, Central San Joaquin Valley area = approx. 14,310 square miles or 9,158,400 acres

Agricultural Land Cover = ~ 45% (4,157,977 acres)

Forested Land Cover = ~ 23% (2,150,000 acres)

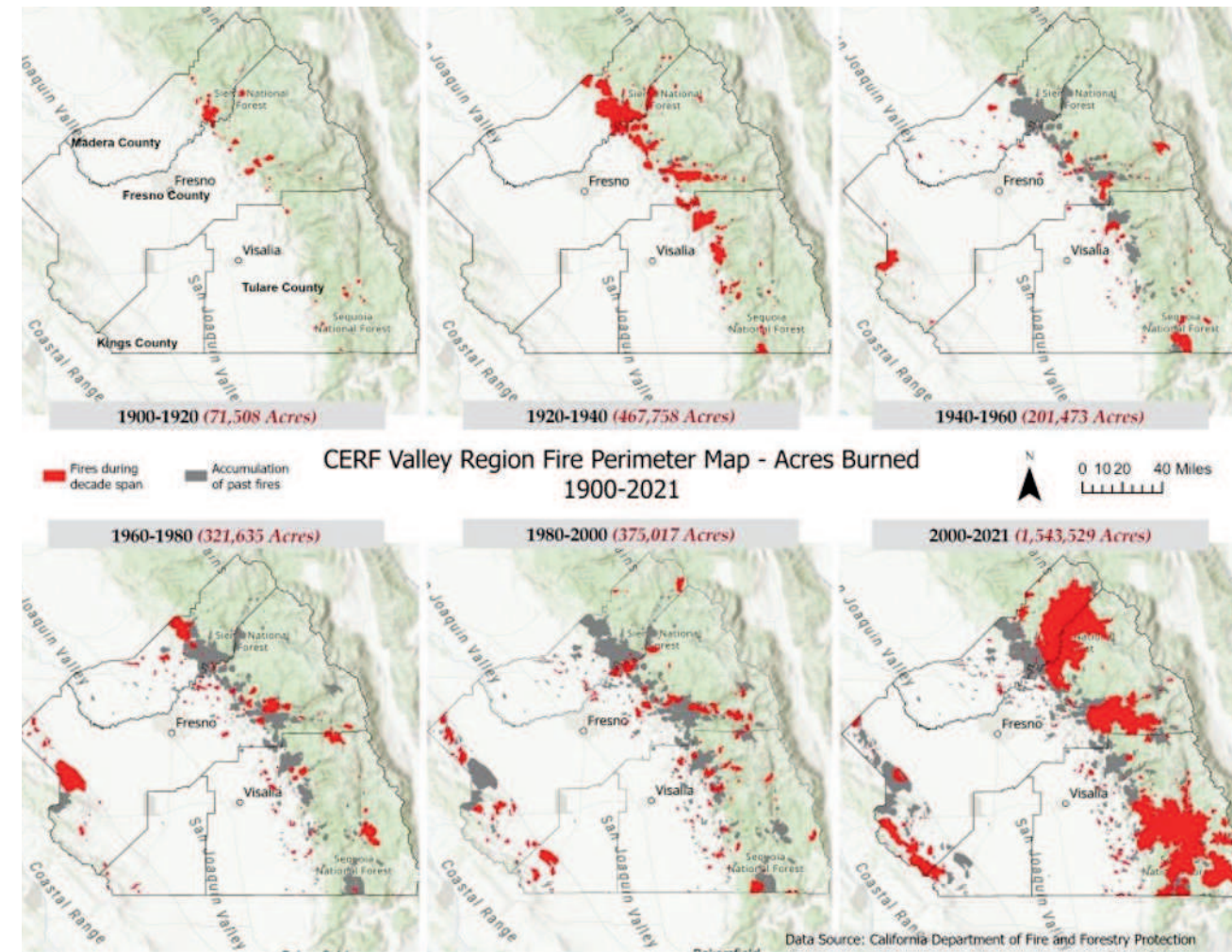
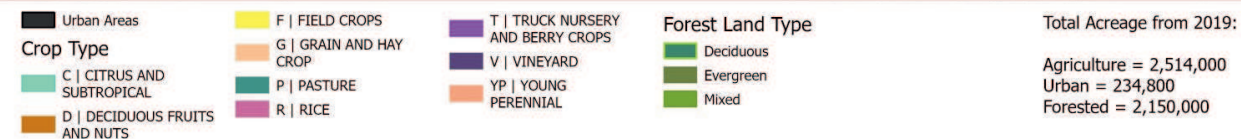
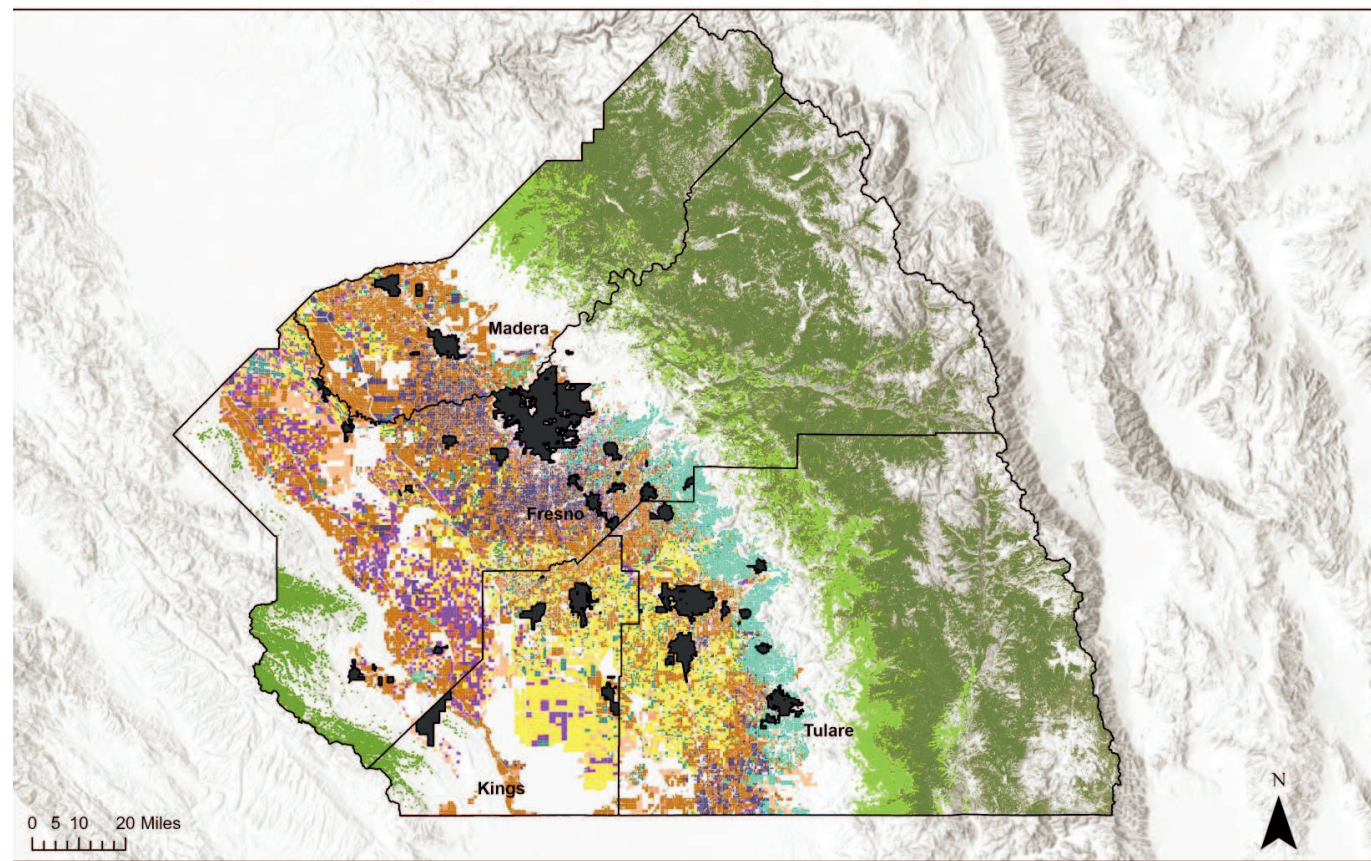
Urban Areas = ~ 3% (234,800 acres)

Other 29% variable includes surface water and privately-owned lands (inactive or use unknown)

Agriculture

The Central Valley supplies 8% of U.S. agricultural output (by value) and produces 1/4 of the Nation's food, including 40% of the Nation's fruits, nuts, and other table foods.

Forested, Urban and Agriculture Land Cover in Madera, Fresno, Tulare and Kings Counties



Forest Health and Wildfire

The Sierra Nevada mountains are crucial to the health of the Central Valley economy, providing most of the water (in the form of snowpack) that supports the Central Valley. The health of the Sierra's are compromised by high tree mortality, drought, overgrowth, and wildfire. The size and impact of wildfires have increased dramatically. The 2020 wildfires in the state, the most disastrous wildfire year on record, put twice as much greenhouse gas emissions into the Earth's atmosphere as the total reduction in such pollutants in California between 2003-2019 (16 years).

AIR

Air Pollutants and Greenhouse Gases (GHG) contribute separately to Air Quality.

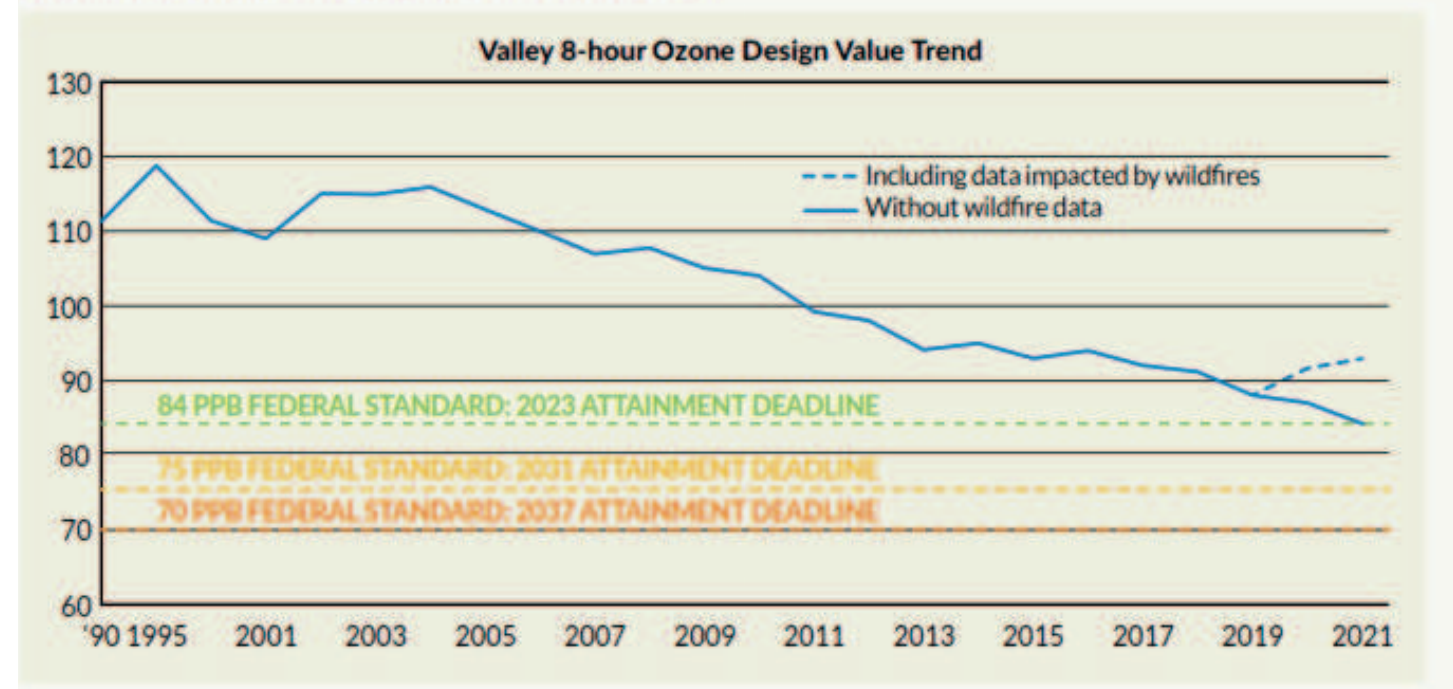
San Joaquin Valley Air Pollution Control District reports a general trend toward better air quality and lowering the stationary sources of GHG Emissions.

Air Pollution

Valley CERF Region is among the top 5 most polluted areas in the United States. Ground-Level Ozone and Particulate Matter are considered Extreme Nonattainment by EPA Standards. The sources of most concern for Valley CERF are transportation, wildfire, and NOx emission sources.

VALLEY ON THE VERGE OF ATTAINING OZONE STANDARD

With respect to ozone concentrations, significant progress has also been made, where the Valley is on the verge of attaining the 8-hour standard of 84 ppb, while progressing towards the more stringent standards of 75 ppb and 70 ppb. The following figures depict how far the region has come in reducing peak ozone values, bringing the Valley even closer to attaining additional health-based air quality standards.



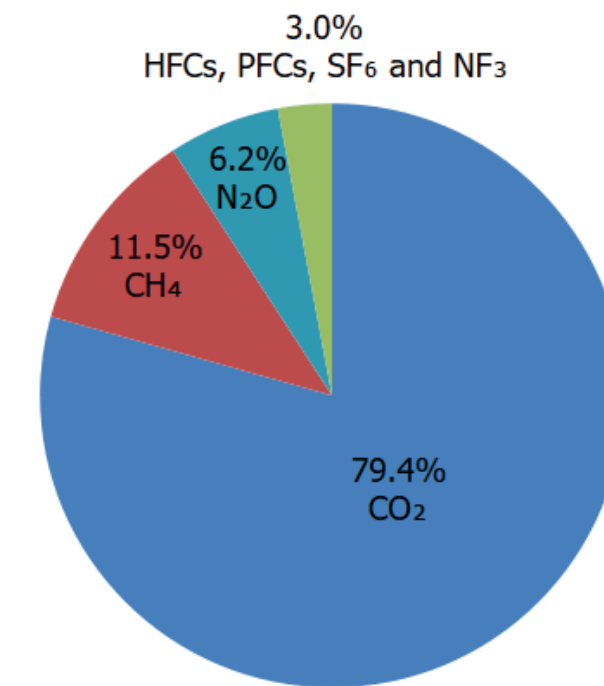
The Valley's topography and stagnant, dry winters, cause pollution that is trapped under the inversion layer. Without wind with rain events pollution does not clear the region.

Greenhouse Gases

Carbon dioxide (CO₂) is released to the atmosphere when solid waste, fossil fuels (oil, natural gas, and coal), and wood and wood products are burned.

Methane (CH₄) is emitted during the production and transport of coal, natural gas, and oil. Methane emissions also result from the decomposition of organic wastes in municipal solid waste landfills, and the raising of livestock.

Nitrous oxide (N₂O) is emitted during agricultural and industrial activities, as well as during combustion of solid waste and fossil fuels.



U.S. Environmental Protection Agency (2023). Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2021



WATER

In the Central Valley water use is:

- Cities and communities = **4.4%**
- Irrigated agriculture = **70.6%**,
- Environment (rivers, wetlands, habitat) = **25%**

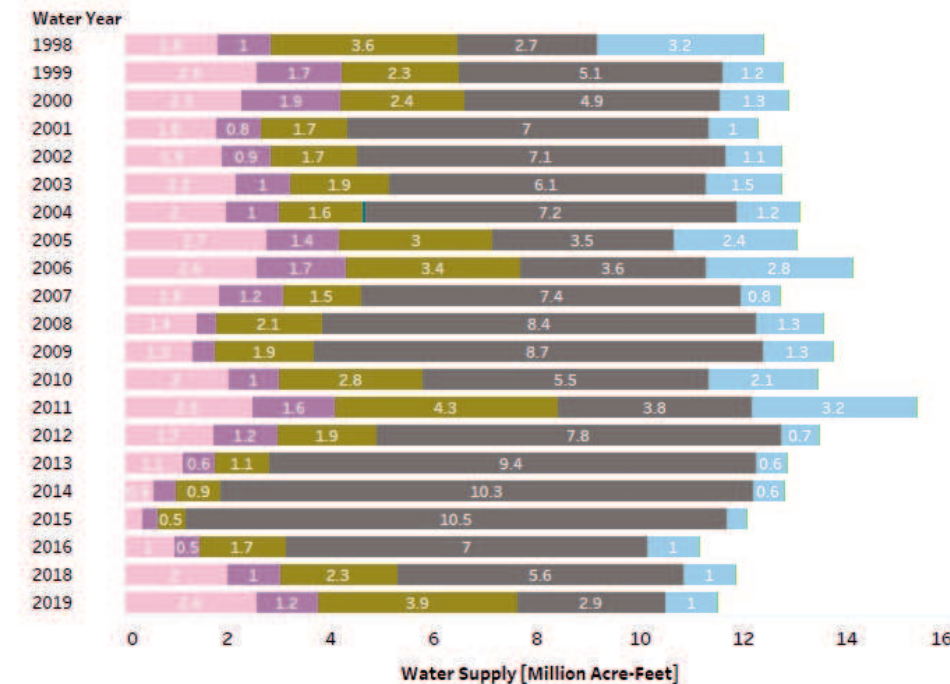
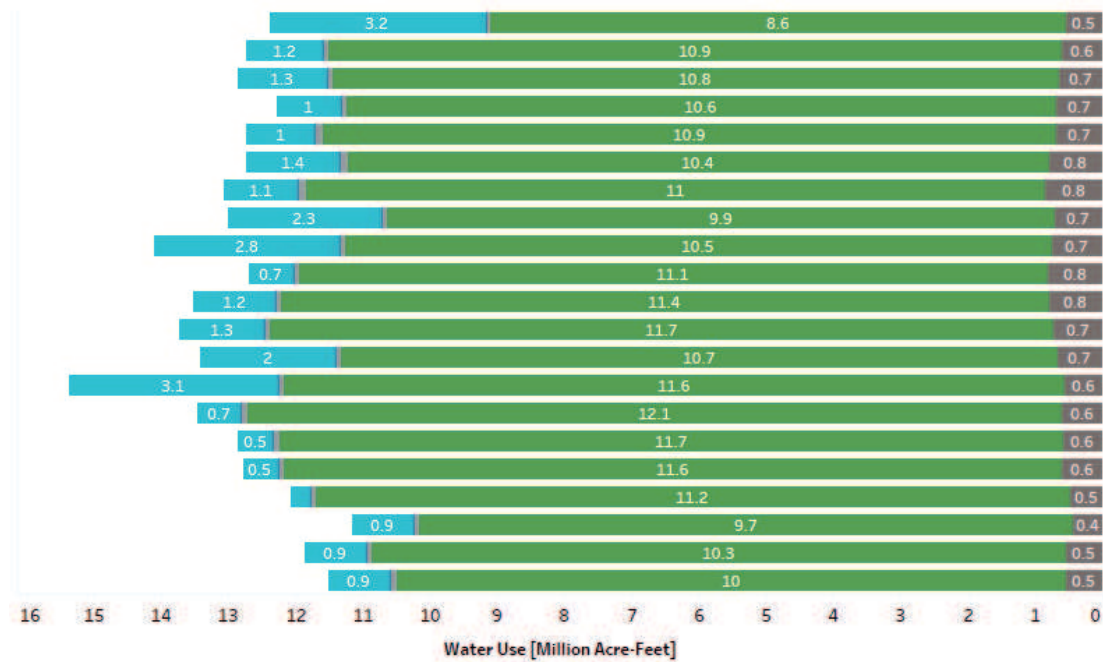
Drought and Groundwater

Longer and more frequent periods of drought impact the health of forests and limit the agricultural industry. During years of drought, farmers have increasingly relied on groundwater to irrigate crops. As competition for groundwater grew, wells had to be drilled deeper and deeper to reach shrinking aquifers.

In the entire Valley CERF Region groundwater is considered critically over drafted. Water supply reductions will affect the entire region and lands with less surface water will face the highest risks of following.

Estimates are that implementation of SGMA will force between 500,000 and 1 million acres of farmland out of production to save groundwater.

Tulare Lake Basin Water Use and Supply – Department of Water Resources



Water Movement in the Valley CERF Region

Land Subsidence

Land Subsidence is a loss of support below ground when water is taken out of the soil, the soil collapses, compacts, and drops. Land Subsidence ranges from sinkholes to an entire town sinking, and major infrastructure damage.

Water Pollution

Polluted Runoff is the leading cause of water quality impairments in the Central San Joaquin Valley Region. Sources include livestock and poultry manure, pesticides, and nitrogen fertilizers.