

Community Engagement

Valley Jobs First



CENTRAL
VALLEY
COMMUNITY
FOUNDATION

Why are we doing community engagement?



- Valley Jobs First is an inclusive regional economic development planning process involving diverse stakeholders across the four-county region (Fresno, Madera, Kings, and Tulare counties).
- In June 2023, the Coalition conducted a Request for Proposals to partner with local community-based organizations that can reach out to and engage disinvested and disadvantaged communities at the grassroots level. ***We are committed to ensuring that communities that have historically been excluded from regional economic development processes participate and take center stage in the Coalition's decisions.***

Community Engagement Partners



The following organizations were selected by **Local Table Evaluation Committees** to conduct community surveys, interviews, and focus groups throughout the Central San Joaquin Valley. Final reports will be completed and shared in February 2024

Regional

Binational of Central California
Centro Unidad Popular Benito Juárez

Kings/Tulare County Local Table

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

Fresno County Local Table

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

Madera County Local Table

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

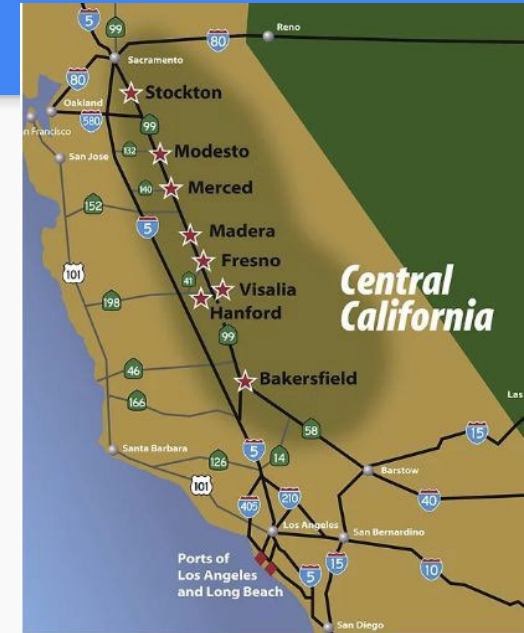


Binational of Central California

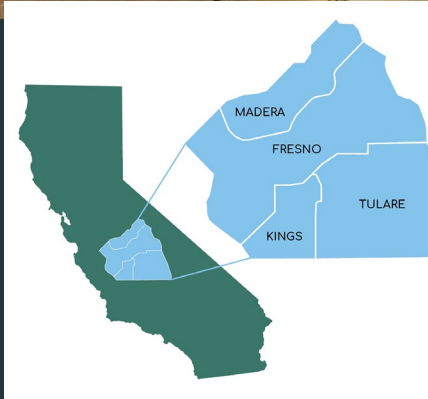
“Helping Our Community Rise”

We focus on addressing/reducing health disparities through our continuum of care and empowerment for low to moderate income, immigrant (documented/undocumented), urban/rural, and farm/frontline production worker communities by linking them to much-needed resources and wrap-around services, which include, but are not limited to: **food, mental health/healthcare, financial literacy, workforce development, and civic engagement.**

**Serving
over
100,000
people in
the Central
Valley**



*BOCC utilizes *boots on the ground* outreach methods to serve and garner thousands of positive life outcomes & testimonies from our community.



Community Engagement



The mission of Unidad Popular is to advocate for the health, housing and basic human rights of indigenous people. We provide unparalleled assistance to the most vulnerable and low-income families that are discriminated or marginalized due to their language, culture, and traditions.

Since 2000, Centro de Unidad Popular Benito Juarez (UPBJ) has served displaced Indigenous peoples as they relocate to the San Joaquin Valley to harvest the world’s food supply. These families exist at the intersection of many identities: displaced, immigrant, low-income, rural, Indigenous, and frontline workers who are linguistically isolated. UPBJ works closely with Indigenous groups like San Pablo Tijaltepec, San Juan Mixtepec, Ixcantepec Nieves, San Agustin Atenango, San Juan Copala, Rancho Alfaro, Ejutla de Crespo, and many others.



Central Valley Workers Center

The mission of the Central Valley Workers Center is to advance economic justice through strategic support for worker organizing, community education, and engagement. Our aim is to enhance the capacity of labor and community organizations to advocate for policies that promote quality job creation, ensure community health, foster shared prosperity, and amplify justice for working people.

CVWC serves residents from various backgrounds in the Central Valley, with a primary focus on Fresno, Tulare, Madera, Kings, and Kern counties. Our efforts prioritize youth engagement, community education, and providing resources to those in need.

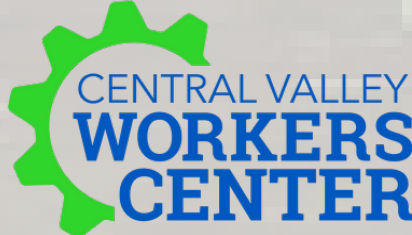
Currently, CVWC is actively involving residents of rural communities in Fresno County in the California Jobs First initiative. As part of this initiative, CVWC is conducting a community survey to gather data on the local economy, workforce development, and the ideal job/career preferences of respondents.

The target communities for this initiative include Reedley, Parlier, Sanger, Calwa, Kerman, Selma, Firebaugh, Mendota, Coalinga,, Huron, Fowler, Orange Cove, San Joaquin, and unincorporated communities in Fresno County.

Demographically, our ongoing engagement efforts focus on geography rather than a specific demographic group. Initial data from outreach indicates that the majority of respondents are Latino/a/x, comprising 80% of the 200+ surveys collected, with other racial/ethnic groups accounting for 9% or less.

CVWC employs a community assessment survey to collect data, utilizing various methods to market and promote the California Jobs First initiative and the survey. These methods include community meetings and events, a combination of organic and paid social media marketing, and direct door-to-door canvassing and phone banking. The survey is conducted in English or Spanish by trained staff.

In terms of experiences, our ongoing efforts have generally been positive, aligning with our target goal set for completion by the end of January. As an incentive, we offer a \$10 gift card to attract potential participants. While there have been instances where participants declined certain questions or discontinued the survey, the vast majority have completed it. Initial challenges for our staff include learning curve on some survey topics, engagement efforts during the holiday season, and community concerns regarding privacy and confidentiality.





Promote Value To Members Through Education, Government Relations, And Opportunities Within The Community For Mutual Economic Benefit

California Jobs First Community Outreach – Southern Tulare County

The TKHCC performed studies in Southern Tulare County and targeting disinvested communities. These included the incorporated and unincorporated areas of Tulare, Woodville, Tipton, Poplar, Porterville, East Porterville, Terra Bella, Ducor, Pixley, Earlimart, Alpaugh and Richgrove

TKHCC conducted one on one surveys as well as focus groups

Even though it was stressed all responses were confidential and there were no questions regarding legal residency status, some individuals chose not to participate.

In numerous instances, respondents were very pleased with the effort being made to obtain their input and suggestions.



Mission & Values

Our success is based on the credibility we have developed with the community and the honesty of our ambassador leaders.



Our mission is to empower community and equip them with the necessary tools to strengthen the control of their lives and their children's education. We believe in promoting autonomy, high-quality education for all, and ensuring culturally equitable and fair experiences at all times. We are dedicated to helping parents reach their full potential in empowering their children and making the world a better place.

FEVC vision is to empower families of color by promoting the recovery of their dreams and ambitions, ensuring that future generations can conquer their goals with confidence and success. We are committed to creating a brighter future where all Californians, regardless of their background, can thrive and prosper. With our unwavering dedication to this vision, we believe that in the next decade, California will become a model of prosperity and freedom, setting the standard for equality and opportunity across the nation.

Methodology

FEVC has used different methodologies to guarantee the

genuine participation of the Latino immigrant community from Mexico and Central America. The methodologies include Surveys, Focus groups, and Interviews. FEVC involved Spanish-speaking and Mixteco Latino immigrant community members.



Experiences

Familias Empoderadas' mission in the CERF process has been to elevate the voices of marginalized and disadvantaged communities. This has led us to face challenges and limitations that range from the lack of financial resources, access to technology, language, and the communities' own fears, coupled with limitations of time and distance.



Future priorities

The main communities FEVC has served during our investigations have been Huron, Raisin City, Fowler, and Orosi among others. All communities agreed that they hope that their children receive a quality education and in their future have decent, well-paid jobs, and that the Central Valley can attract successful and climate change-responsible companies that support a sustainable economy for all.

Mission

The Jakara Movement is a grassroots community-building organization working to empower, educate, and organize marginalized communities; to advance their health, education, and economic, social, and political power.

Demographic & Geographic

Demographic: **Punjabi** and **Spanish** Speaking Communities and beyond

Geographic: Jakara is covering the following zip codes **93722**, **93727**, **93606** and a variety of **rural** areas in Fresno County.

Experiences & Challenges

The team conducted surveys through tabling, phone banking, and community canvassing. The community showed interest in CERF. They asked numerous questions about the project and are interested in learning more about it.

Challenges:

- ♦ Complex questions and linguistic barriers
- ♦ Short time frame
- ♦ Lack of awareness among community members
- ♦ Digital illiteracy
- ♦ Less responses on open ended questions





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INSPIRE. EMPOWER. CULTIVATE.

The Southeast Asian Economic Development Coalition

The Southeast Asian Economic Development Coalition (SEAEDC)

The Southeast Asian Economic Development Coalition (SEAEDC) comprises six non-profit organizations serving Fresno and Merced counties.

The members are as follows:

The Fresno Center (TFC)

Laotian-American Community of Fresno Inc. (LACF)

Recreation Impact Sports Ethic, Inc. (RISE)

Stone Soup Fresno

United Khmer Cultural Preservation (UKCP)

Merced Lao Family Community Inc. (MLFC)


Each agency has its areas of expertise and focus. Altogether, the partners collaborated to form the coalition to address the economic needs of the Southeast Asian community. The coalition will work with various stakeholders and governmental agencies to create programs and training to support job development and business creation.

The Southeast Asian Economic Development Coalition (SEAEDC)

The coalition serves the general Southeast Asian population in Fresno and Merced Counties.

The community consists of :

- **Laotian**
- **Hmong**
- **Cambodian**
- **Vietnamese**
- **Thai**



The Southeast Asian Economic Development Coalition (SEAEDC)

The coalition connects with the Community through **surveys**, and the Fresno Center also connects through **focus groups**.

The Southeast Asian Economic Development Coalition (SEAEDC)

Share experiences with the community, reactions, and challenges throughout this process

One of the challenges consistent across all Fresno communities is the high cost of rent/housing. Participants have expressed that this concern makes them worry about the future: "How can I afford to own a home?"

"What happens if I get evicted and have to find a new place to live?"

"Wages are not keeping up with the cost of living; how can I expect to survive if this keeps on going?"

Youth Leadership Institute (yli)

yli builds communities where young people and their adult allies come together to create positive social change.

Inclusion, Community, Social Justice & Innovation = yli core values.

yli implements programs throughout California across **70 cohorts, annually serving 1,700 youth** leaders ages 12-26 each week, **90% of whom are youth of color.**

Madera Community Engagement

*Engaging 50 youth (ages 14-18)
representing Madera Unified High School*

*Facilitate In Depth Focus Groups at
Mathilda Torres High, Madera South High
and Madera High School*

*Youth are curious and eager to learn more
about the economic opportunities and how
they can be best prepared as investment
comes to Madera*

Madera Coalition for Community Justice



Mission

The primary objective and purpose of this coalition is to educate and assist low-income residents of Madera County by working together to obtain appropriate and sufficient food, clothing, health care, educational and employment opportunities and other fundamental needs.



Key Players

Linette Lomeli- Executive Director
Baldwin Moy- Grant Manager
Monica De Horta- Office Manager
Hugo Morrison- Project Coordinator



Community Engagement Strategy

MCCJ prioritizes forging positive and productive relationships with community through understanding, empathy and advocacy efforts.

Utilizing a “meet you where you are at” approach



Community Action Partnership of MADERA COUNTY, INC.



MISSION

Helping people, changing lives and making our community a better place to live by providing resources and services that inspire personal growth and independence.

KEY PLAYERS

Mattie Mendez, Executive Director
Ana Ibanez, Community Services Program Manager
Maria Velasquez, Community Services Coordinator
Cristal Sanchez, Strategic Plan Coordinator and Assistant to the Executive Director



COMMUNITY ENGAGEMENT STRATEGY

For 58 years, CAPMC has been unwavering in its mission to significantly **enhance the social well-being and economic prowess of low to moderate-income individuals and families**. CAPMC creates **impactful opportunities that pave the way for the realization of economic independence and a more equitable future** through services such as: child care and development, energy assistance, services to victims or crime, and services to our unhoused neighbors.