



CALIFORNIA JOBS FIRST STRATEGIES

OUR VISION FOR THE REGION

A prosperous, resilient, and inclusive regional economy that gives all Riverside and San Bernardino County residents the chance to build a better life for themselves and their families.

OUR APPROACH TO CALIFORNIA JOBS FIRST

California Jobs First fostered formation of the Thrive Inland SoCal collaborative and development of the strategies outlined below. We envision Thrive as the start of a new era of inclusive regional economic development rooted in deep collaboration among businesses, economic development intermediaries, community members, workforce and education, the public sector, and other stakeholders. Taken together, these strategies chart a course for regional action in the years ahead.

Our strategies involve regional economy-shaping action and investment on two fronts:

- *Quality job creation strategies* that diversify the regional economy by strengthening those sectors most likely to create new quality jobs, increase household incomes, and bring money into the region by selling to customers located elsewhere.
- *Economic mobility and wealth building strategies* focused on getting more residents—especially struggling workers—into quality jobs and supporting entrepreneurship and small business success.

STRATEGIES TO INCREASE THE NUMBER OF QUALITY JOBS IN INLAND SOCAL

CLEAN ECONOMY

The clean economy aims to boost climate resilience, increase energy independence, and accelerate the transition to a carbon-neutral future. It encompasses a wide range of industries, products, and services that extend into almost every aspect of daily life, including clean energy, power grid infrastructure, buildings, and transportation. This strategy will boost innovation and accelerate adoption of clean economy solutions in the region, strengthening local businesses and improving quality of life for Inland SoCal residents (particularly those communities hardest hit by climate impacts and industrial pollution) in the process.

ADVANCED MANUFACTURING

Our region can build on existing strengths in manufacturing, including high-value materials like industrial equipment, microelectronics, and fabricated metals as well as manufacturing connected to the clean economy, such as battery and EV production. Nearly 75% of the opportunity jobs in the region's manufacturing sector are held by workers with less than a bachelor's degree, meaning this sector offers significant potential to uplift struggling families. Companies in this energy-hungry sector will also need to combat GHG emissions, thus building on strategies connected to the clean economy.

CYBERSECURITY

As more of daily life moves online, the need to secure power grids and energy storage facilities, safeguard sensitive information, and prevent ransomware attacks will only grow. We can convert a burgeoning locally-grown cybersecurity talent pool (via CSUSB and community college programs) into a regional specialization to meet rapidly-growing demand, leveraging and expanding initiatives emphasizing recruitment of diverse students. K-12 career exposure will be important to achieve equity outcomes.

STRATEGIES TO BOOST ECONOMIC MOBILITY AND WEALTH BUILDING

- **Expand access to education, apprenticeships, and skills training opportunities.** This requires increasing investment in higher education, targeting recruitment to equity-seeking groups, expanding access to pre-apprenticeship programs, and offering financial support and wraparound services to trainees. We must also enforce anti-discrimination policies, establish mentorship programs, address workplace automation, and build programs that address opportunities to disinvested communities and underemployed individuals.
- **Establish well-supported pathways into quality jobs in healthcare, construction and the trades, management, and IT.** To achieve this, we can expand existing K-16 programs (especially in areas such as zero-emission vehicle maintenance), connect people with employment search support and career training, expand awareness of vocational programs, address employment stability, provide scholarships/tuition reimbursement and other financial incentives, implement internships and bootcamps, and draft and implement project labor and community benefits agreements.
- **Strengthen entrepreneurial ecosystems for startups and main street businesses.** Achieving this strategy requires us to build capacity through training in business management skills and financial literacy workshops, invest in incubators and accelerators, offer culturally relevant mentoring programs, promote co-ops, and showcase success stories from historically underrepresented local entrepreneurs.
- **Improve access to technology, transportation, and employer investments into housing provision.** Addressing these barriers to economic mobility requires a variety of interventions, including subsidized internet and device access, vouchers/subsidies for public transit and gas, enhanced community and mobile resources, large employer engagement on investing in regional housing provision, housing-focused public-private partnerships, digital skills training, and investment in broadband and smart transit/EV charging infrastructure.
- **Build social and cultural capital.** Tactics to pursue this strategy could include: fostering community mentorship programs, offering workshops on networking and interpersonal skills, enhancing career counseling services, and expanding grants and programming in this area.
- **Increase availability of affordable childcare** Affordable and accessible childcare enables people—especially women and single parents—to pursue education and training and advance in their careers without financial strain. This in turn helps workers keep their jobs, increases productivity, supports new businesses, and ultimately leads to a stronger and more inclusive regional economy.

Feedback? Please email thriveinlandsocal@gmail.com

