

## Introduction

The City of Sacramento is embarking on a process to develop an **Inclusive Economic Development Plan** that will prioritize policies, activities, projects and funding throughout the city over the coming years. This project builds on previous City efforts and is focused on identifying economic development actions that are integrated and inclusive. The **People Capacity Focus Group** was held on December 3, 2018, at the Pannell Meadowview Community Center. The purpose of this meeting was to:

- **Review** the City's Inclusive Economic Development Plan process
- **Discuss** and expand upon the initial list of City priorities
- **Identify** the best ways for the City to fully engage the community

The following individuals participated in the People Capacity Focus Group:

William Walker  
*SETA/Sacramento Works*

Kevin Daniel  
*Greater Sacramento Urban League*

Tamika L'Ecluse  
*Women & Girls Advancement Coalition*

Bill Mueller  
*Valley Vision*

Richard Dana  
*Mutual Assistance Network*

Rabbi David Azen  
*Fresher Sacramento*

Richard Nelson  
*Hawk Institute*

Liz McFarland Myers  
*Greater Sacramento Economic Council*

Katy Robb  
*Mutual Assistance Network*

Christopher Lodgson  
*Sac Black Biz*

Kim Mohler  
*City of Sacramento*

Jackie Cole  
*Venerable Good Consulting*

Kairis Chianji  
*City Management Academy*

Tamiko Heim  
*City Management Academy*

Todd McPherson  
*SCUSD, Burbank High School*

Tracy Stigler  
*Sierra Health Foundation*

Jackie White  
*Twin Rivers Unified School District*

Rachel Rios  
*La Familia*

Lindee Lane  
*City of Sacramento, Youth Development Policy Mgr*

Olivia Ang-Olson  
*Youth Commission*

Dean Peckham  
*Sacramento Valley Manufacturing Initiative*

## Meeting Format

The meeting began with a welcome from **Michael Jasso, Assistant City Manager**, who led group introductions and gave a presentation on the background and future of the City's Inclusive Economic Development Plan. He presented a summary of the key findings from Project Prosper and the Brookings Institution study, including a review of existing Sacramento assets and existing/future challenges and opportunities. This was followed by a summary of the key goals for the project, overview of Measure U, and a summary of the timeline for developing the Inclusive Economic Development Plan over the next six months.

Following his presentation, **Dan Amsden with MIG** facilitated a group discussion focused on confirming or refining the various priorities identified during the Project Prosper effort. MIG staff graphically recorded focus group comments on a large piece of butcher paper (a photo-reduction of the wallgraphic is included at the end of this document).

## Discussion Topics

The following is a summary of focus group comments related to each priority, followed by additional thoughts for how the City can better engage the community (*note: it is not intended to serve as a complete transcription of the meeting*).

### **PRIORITY A: EXPAND EARLY CHILD EDUCATION AND SKILLS DEVELOPMENT**

- Reduce the cost of childcare for everyone who needs it. For example, there are programs like Child Action for low income individuals, but there is no assistance for middle income people.
- Increase childcare opportunities in the most challenged parts of Sacramento, as they seem to lack quality childcare options.
- Focus increased childcare options in areas where people live *and* work to provide more flexibility and greater options.
- Create 24-hour childcare. Daycare centers are generally not open after 6:00 PM. Not everyone works a typical 8:00 AM to 5:00 PM schedule.
- Create more available and affordable childcare options for infants. This is critically needed to allow opportunities for parents to re-enter the workforce (or return to school) sooner.
- Expand healthy food options and create more food security for nursing moms, which is important for taste development and brain health of babies.
- Focus on dads too, as they are ready, willing and able participants.
- Support or expand successful programs that already exist, such as Headstart. See what existing programs need before creating new ones.
- Make sure childcare providers are trained in trauma care.
- Create programs where older kids can interact with younger kids. An example is programs currently being implemented by the City of Oakland.

## **PRIORITY B: INCREASE HIGH SCHOOL GRADUATION RATES**

- Increase the number of black teachers, research has shown this has a positive impact on black students.
- Increase the number of male teachers of color. This is especially important in middle school as young boys are growing up and challenging the alpha male/female.
- Do not put kids into set educational tracks. They need exposure to many opportunities. Kids need to be prepared for advancement and future opportunities. A negative result of the current practice is a student having to do several semesters of remedial math at a Community College to earn enough credits for a four-year school.
- Focus on writing skills, which are especially important in college.
- Improve digital literacy skills so students are ready for the next economy.
- Encourage employers to engage with high schools and offer mentorships, internships and apprenticeships.
- Expose kids to different types of businesses, such as modern manufacturing, by bringing them on tours so that they can see different career pathways.
- Pair-up high schools with educational focused nonprofits.
- Improve counseling at high schools so kids have a better idea of what will count towards graduation. This will help them become better prepared for college.
- Start career counseling as early as middle school so students know what is required before they enter high school.
- Identify programs for high school kids who are in the “general population” so they do not get lost (e.g., not at the top and or bottom that already have support).
- Improve counselor to student ratios.
- Continue to have specialty programs in high school, even as more schools are moving towards STEM curriculums. Many auto and construction programs in high schools have been eliminated yet there is still a need for these professions.
- Increase access to “soft skills.” Kids currently lack this knowledge – how to dress, how to deposit a check and manage money, why it is important to show up on time, what do you do if you have problems.
- Prioritize math and writing skills to achieve better outcomes.
- Increase the number of skills academies.
- Get a handle on, and fix, the real issues around suspension/expulsion at schools

## **PRIORITY C: INCREASE POST-HIGH SCHOOL CERTIFICATES AND DEGREES**

- Increase support and counseling services for high school students. Help young adults better understand the process of getting a high school diploma and the options they have after they graduate.
- Find ways to better support adult learners – it is a major sacrifice to go back to school as an adult, since you lose income, gain the expense of childcare, lose time with family, etc.
- Provide opportunities for kids to pursue all career paths, not just the “best.” Many kids want to and would succeed at vocational and trade education.

- Reduce barriers to education, such as lack of computers, no internet access, childcare, family care, etc.
- Identify better and more successful ways to support people coming out of criminal justice system to end crime cycles.
- Educate kids on the importance of continuing their education (college, trade, apprenticeships, etc.).
- Educate/better train counselors so they are aware of all of the opportunities kids have, including high-paying careers that can result from Career Technical Education training (CTE).
- Reduce stigma attached to vocational and technical education and careers.
- Look into the work of Tom Shapiro.
- Explain in simple terms the return on investment of getting a degree and/or technical training.

#### **PRIORITY D: EXPAND PROGRAMS THAT ASSIST WITH HIGHER ED TUITION**

- Increase the amount of financial literacy programs, tied to partnerships with local banks and bankers (e.g., have them come to school and give a presentation).
- Better explain to kids the costs associated with different educational and career paths.
- Start early with families and kids to educate them on the costs of college so they have more time to prepare/save money. Waiting until you apply for financial aid in senior year is too late.
- Help people understand the full cost of college, which goes far beyond tuition (e.g., books, living expenses, transportation, etc.).
- Encourage more connections between community banks and the local community.

#### **PRIORITY E: SUPPORT INTERNSHIPS, APPRENTICESHIPS, AND CAREER PATHWAYS**

- Train high school counselors so they are aware of the jobs, training and career pathways available to kids. They need to be aware of growing industries in Sacramento.
- Engage the local business community – it is time for them to step up and participate in training the next generation of workers. The business community also needs to be committed to inclusion.
- Support local businesses that help remove the stigma surrounding vocational training and certification.
- Connect the business community and educational institutions.
- Distribute career opportunities to all kids, not just the top performers. Create opportunities for the “bottom five percent,” not just the top five percent.
- Support vocational certificates and apprenticeship programs.
- Help parents see the value of CTE education. It is even devalued by the schools.

#### **PRIORITY F: PREPARE WORKFORCE FOR JOBS OF THE FUTURE**

- Increase awareness of jobs that are available and do not need a college education – and good paying jobs too.

- Increase local digital skills – this is a top risk to Sacramento's prosperity!
- Help people to understand that education is never over – you need to be a lifelong learner.
- Focus initial efforts on 18 to 24 year olds as the return is more immediate.

**COMMUNITY ENGAGEMENT: ADDITIONAL THOUGHTS ON WAYS THE CITY CAN BEST ENGAGE THE COMMUNITY DURING THE STRATEGIC PLAN PROCESS**

The City of Sacramento should:

- Invite the broader community to participate in the plan development process (e.g., high school students and parents, neighborhood groups, businesses, etc.).
- Plug into existing groups, such as nonprofits, who are already knowledgeable about the issues and support local neighborhoods.
- Coordinate the various agency outreach efforts – AQMD, City General Plan, Regional Transit, SACOG, etc.
- Organize working groups around specific issues. For example, working groups on Early Education (specifically 3 and 4 year olds) and vocational training.

# City of SACRAMENTO

INNOVATION: ECONOMIC DEVELOPMENT  
PEOPLE CAPACITY. FOCUS GROUP

DEC 3 2018

## EXPAND EARLY CHILD EDUCATION AND SKILLS DEVELOPMENT

EARLY INVESTMENT IS IMPORTANT.

COST: OTHER BARRIERS FOR PRESCHOOLERS.  
→ Go beyond 6pm!

QUALITY CHILDCARE FOR INFANTS!!

FOOD SECURITY FOR PREGNANT: NURSING MOTHERS

REMEMBER THE DADS!!  
→ and extended family members

STRENGTHEN EXISTING PROGRAMS!!  
eg, Headstart

TRAINING: INFORMED CARE!

## INCREASE HIGH SCHOOL GRADUATION RATES

HAVE TEACHERS THAT LOOK LIKE THE STUDENTS!!  
→ staff match demographics

PRIORITIZE MATH: WRITING SKILLS TO ACHIEVE OUTCOMES

DIGITAL LITERACY.

EMPLOYERS CONNECTING TO HIGH SCHOOLS!

MORE CONNECTIONS BETWEEN SCHOOLS + NON-PROFITS  
→ opportunities in after-school programs

MORE COUNSELORS @ JR HIGH SCHOOL TO BETTER PREPARE FOR H.S. SUCCESS!

NEED GREATER COUNSELOR TO STUDENT RATIO.

NEED MORE SKILLS ACADEMIES

NEED SOFT SKILLS

GET A HANDLE ON SUSPENSION-EXCLUSION SYSTEM @ SCHOOL

## INCREASE POST-HIGH SCHOOL CERTIFICATES & DEGREES

LACK OF INFO: SUPPORT TO PERAIN PARTICIPATION.  
→ Transition to campus

OPPORTUNITY COSTS: CURRENT COSTS ARE BARRIERS.  
→ Multiple jobs  
→ Multiple dependents

ADULT LEARNERS NEED SUPPORT!!  
→ Those exiting CT system

EXPLAIN R.O.I OF GETTING DEGREES

ATTRACT MORE INDUSTRY PEOPLE INTO EDUCATION.  
→ pay cut? ← address this.

COLLEGE STUDENTS MENTORING HIGH SCHOOLERS

## EXPAND PROGRAMS THAT ASSIST WITH HIGHER EDUCATION TUITION

FINANCIAL LITERACY PROGRAM (Don't wait until senior year!)

ENCOURAGE MORE CONNECTIONS BETWEEN BANKS: COMMUNITIES!  
→ Use leadership to augment existing programs.

## SUPPORT INTERNSHIPS, APPRENTICESHIPS, CAREER PATHWAYS

MAKE SURE HS. COUNSELORS KNOW ABOUT INDUSTRY NEEDS

CHALLENGE BUSINESSES TO SHOW THEY ARE INTERESTED IN BEING INCLUSIVE!!

Remove stigma of vocational/certificate/apprenticeship programs.

need to establish connections with communities!! (business assoc. + schools) NEVER OVER!

## PREPARE WORKFORCE FOR JOBS OF THE FUTURE

INCREASE AWARENESS OF OPPORTUNITIES WITHOUT DEGREES!

EDUCATION IS NEVER OVER!

COPIING more than LEARNING SUPPORT!!

RETURN TO SCHOOL/GED

BRING YOUR KID TO SCHOOL (Oakland model)  
Interactions w/ other parents

## ENGAGING THE COMMUNITY



INVITE THEM IN

outreach to HS, inbds.

connect to existing orgs!!

LOTS OF AGENCIES DOING OUTREACH

→ coordination! COMMUNITY VISION!!

