

# Mission



Sonoma County Alliance

As a leading community collaborative, Sonoma County Alliance influences a strong business economy as the foundation of a healthy Sonoma County.

**Janet Connors, President**



Sonoma County Alliance

## **Announcements**



## Upcoming Events

- August 24<sup>th</sup> – Biz & Fizz Networking Happy Hour at Mitote Food Court
- September 6<sup>th</sup> – Water Resilient Sonoma County
- October 4<sup>th</sup> – Generation Housing

# Ty Mooney, Executive Director



## There are more ways to get Involved and elevate your business

- \$500 Program Sponsor
- \$300 Biz & Fizz Networking Happy Hour Sponsor
- \$100 Pop Up Sponsor

**Ty Mooney, Executive Director**



Sonoma County Alliance

**Call to Action!**

**Help us Grow & Diversify  
our Membership!**

# Janet Connors, President



## Introductions!

Tell us your name & business.

*If you are a guest, be sure to give a business card for the wine drawing!*

# Janet Connors, President



## Introducing



**Ethan Brown**  
*CEO, Economic  
Development Board*



**Amber Figueroa**  
*Vice President,  
CTE Foundation*

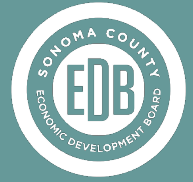


**Michael Visser**  
*Interim Dean,  
Sonoma State Uni.*

August  
-  
02  
-  
2023

Sonoma Economic Development Board

YOUR BUSINESS  
PARTNER



# SONOMA COUNTY WORKFORCE

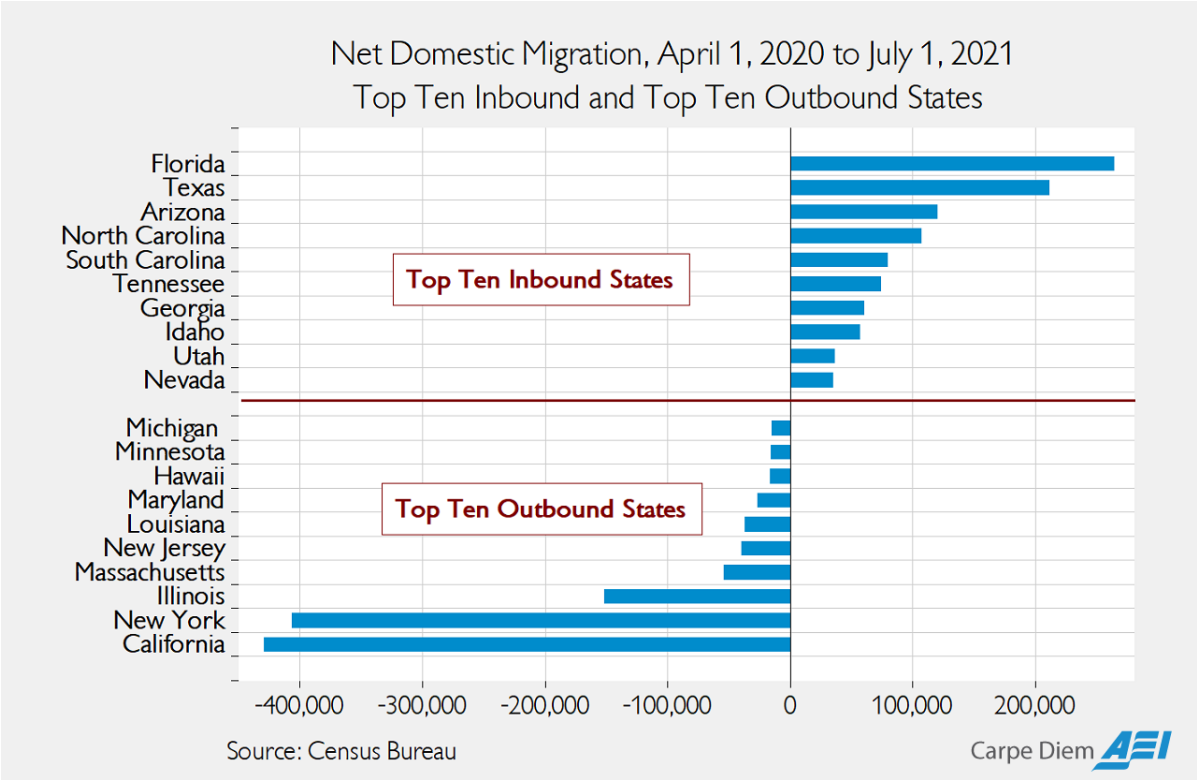
Challenges, Opportunities, and Collaboration



[www.SonomaEDB.org](http://www.SonomaEDB.org)



# WORKFORCE CHALLENGES NOT UNIQUE TO SONOMA COUNTY

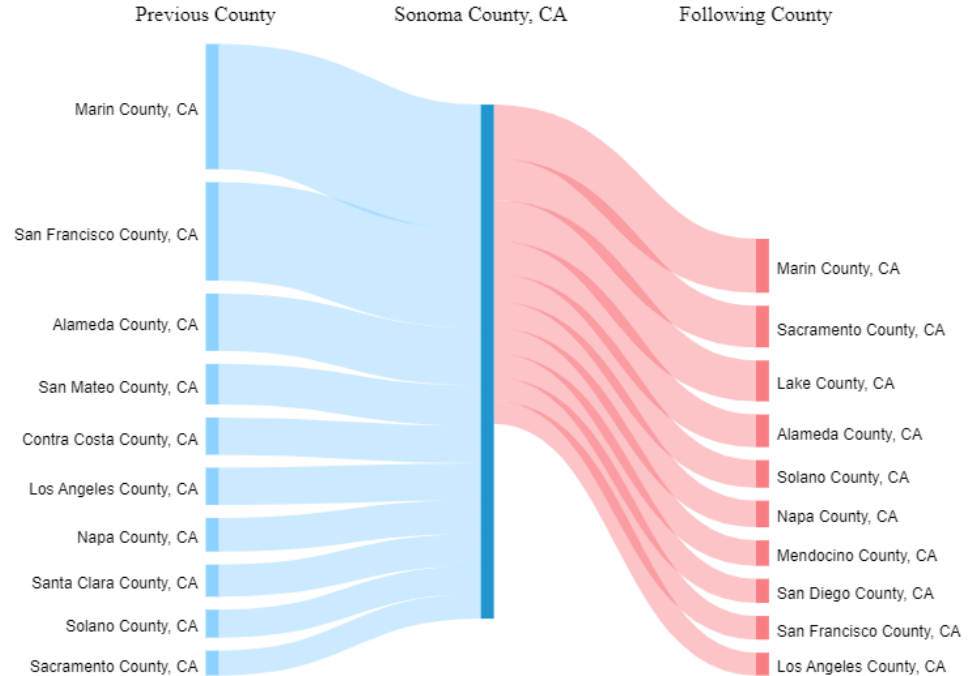


# WHERE PEOPLE ARE GOING

## Top 5 Destination Counties

1. Marin
2. Sacramento
3. Lake
4. Alameda
5. Solano

Net Population  
Change  
2018-2023  
**-16,805**



# DEMOGRAPHIC SHIFT

Young people are leaving Sonoma County.

Age Cohort	2018 Population	2023 Population	2028 Population	2018/23 Change	2018/23 % Change
<b>20-54 years</b>	217,859	208,100	203,507	-9,759	-4.48%
<b>55+ years</b>	169,646	170,808	169,120	1,162	0.68%

# AGE COHORT POPULATION PROJECTIONS

20-54 population projected to decrease 2.8% by 2028 and a 4.22% decrease for 55-59 population.

Age Cohort	2018 Pop.	2023 Pop.	2028 Pop.	2018/23 Change	2018/23 Change %	2023/28 Change	2023/28 Change %	2028 % of Cohort	2023 % of Cohort
<b>20-54 Years</b>	217,859	208,100	203,507	-9,759	-4.48%	-4,593	-2.21%	43.69%	43.32%
<b>55-59 Years</b>	36,101	31,315	29,995	-4,786	-13.26%	-1,320	-4.22%	6.44%	6.52%

# CONTRIBUTING FACTORS

## Cost of Living

124% of US average  
COLA Index: 174  
(US: 100)

## Remote Work

California income goes farther in other areas.

## Under Employment

More fulltime jobs are needed to meet cost of living and receive benefits.

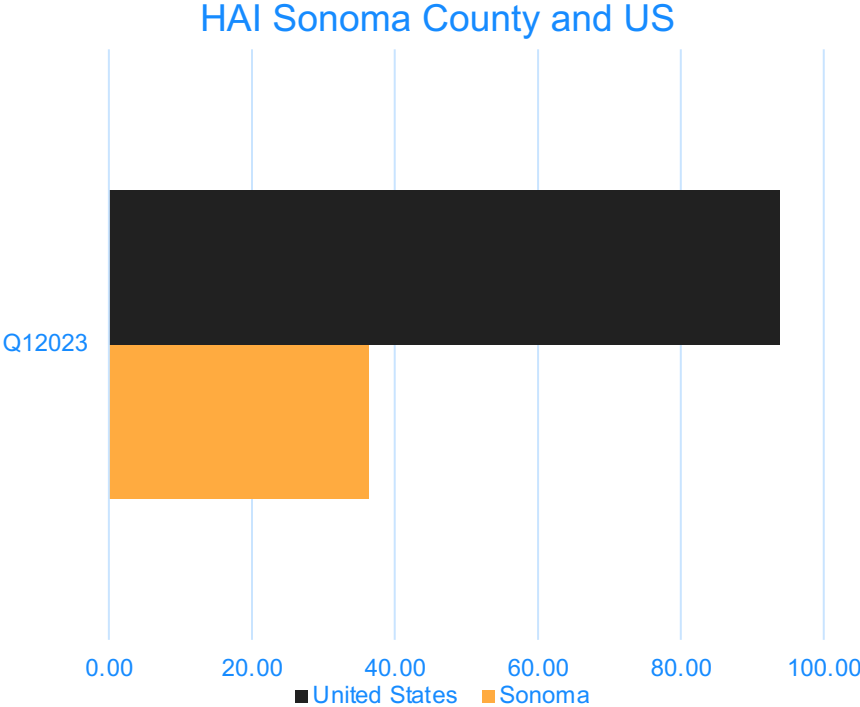
# CONTRIBUTING FACTORS: HOUSING

## Housing Affordability Index

Q2 2023

US: 102

Sonoma County: 36.4



# CONTRIBUTING FACTORS: CHILDCARE

20% of Median Household Income to  
Childcare

Sonoma County lost 50% of Providers  
due to Covid

Sonoma County	Median Annual Cost	
Type of Facility	Infant	Preschooler
Child Care Center	\$19,320	\$13,437
Family Child Care Home	\$13,879	\$12,250

# WORKFORCE DEVELOPMENT SURVEY

In January of 2023, over 150 businesses were surveyed regarding their most pressing workforce challenges and plans for 2023.

63%

of respondents  
experienced hiring  
difficulties.

50%

of respondents said they  
received an insufficient  
number of applicants.

93%

of employers do not expect  
a need to lay off employees  
in 2023.



# BENEFITS OF COMMUNITY WORKFORCE RETENTION



Hiring people from out of the area can cost 2-3x more than hiring community members.



Community members often know local issues.



Customers prefer interacting with other community members.



Reap local ROI

# LOCAL SOLUTIONS: Childcare

## Employer Supported Childcare

Santa Rosa Metro Chamber of Commerce

## Facilities Grant

Community Action Partnership and 4C's

### Keeping Parent Employees Matters

- **90%** of Babies' Brain Connections made by age 5
- **80%** of Parents Will Leave For Another Job That Provides Childcare
- **8.6 Days** of Work Missed Due to Childcare Disruptions

# LOCAL SOLUTIONS: Childcare

## Benefits of Childcare

- High ROI
- Tax Benefits
- Employee Retention
- Attracts Young Families
- Less Absenteeism

### PATAGONIA (VENTURA, CA) ROI AS AN EXAMPLE:

Tax benefits	50%
Employee retention	30%
Employee engagement	11%

**Calculable ROI** 91%

Gender diversity  
Greater employee loyalty  
Workplace culture  
Customer loyalty/community image

**Estimated ROI** 24% - 34%

**Total ROI** 115% - 125%

# LOCAL SOLUTIONS: HOUSING

Along with high cost of living, housing is another significant barrier to workforce retention because of its high cost and limited availability. However, there are several organizations throughout the county leveraging partnership to combat housing needs. Here are just a few examples.

352

Affordable student housing provided through Santa Rosa Junior College.

353

Affordable housing units, housing about 1,000, through Sonoma County Housing Fund.

630

Affordable housing units through Renewal Enterprise District expected by end of year.

# WORKFORCE RESOURCES



**Regional Equity and Recovery Partnership (RERP)** provides training and certificates in Early Childhood Development and Advanced Manufacturing. Students receive stipends for good grades and/or completion of certificate.



**Prison to Employment (P2E)** helps justice involved individuals prepare for the workforce by providing tuition for vocational training, on the job training, transitional workforce experience, and support services.



**Quality Jobs, Equity, Strategy, and Training National Dislocated Worker Grant (QUEST)** provides hospitality training for front and back of house. The program places students in 140-hour paid internships with employment partners providing a fair wage of \$22 per hour and a supportive work environment.

# WORKFORCE RESOURCES



A proud partner of America's Job Center of California<sup>SM</sup> network.

*One stop shop for career readiness.*



Find Qualified Employees



Participate in Job Fairs



On the Job Training Funds

Total funding spent on  
subsidized employment (Wage  
reimbursement): \$223,125.99

# EDB 3.0 Action Plan

Collaboration is key to increased quality of life and economic well-being.

Newly adopted action plan which will guide future economic development by partnering with community and business organizations to address persistent issues that constrain the local economy. This system-scale approach will focus on the primary drivers of a thriving economy:



Education & Workforce



Jobs & Business



Housing & Community

# Thank You

Ethan Brown  
Executive Director

[Ethan.Brown@sonoma-county.org](mailto:Ethan.Brown@sonoma-county.org)

(707) 565-7589



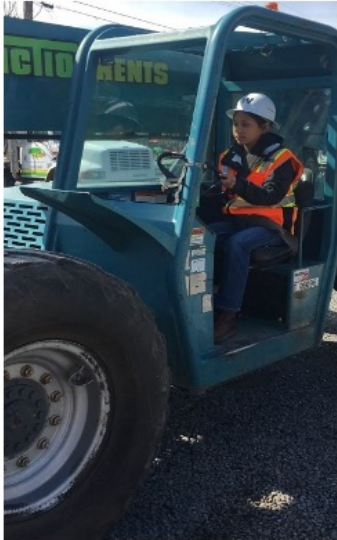


CAREER TECHNICAL  
EDUCATION  
FOUNDATION

Grow our Own  
approach to  
*recruit, train, and  
retain local  
workforce.*

*Amber Figueroa, Vice President  
Strategic Partnerships*

August 2, 2023



# Education Facts

- 40 public school districts serving 70,000 K-12 students
  - 46% Latinx, 42% White
  - 47% Economically Disadvantaged
  - 20 % English Language Learners
- **Leading Community College in the State: Santa Rosa Junior College (SRJC)**
- **Home to one of 23 Cal State Universities: Sonoma State University (SSU)**
- **Declining enrollments across the board**



# Centering Student Voice



- Sonoma County students report “anxiety for their future” as the #1 obstacle to learning and rank in the lowest quartile among California students for engagement and college and career readiness.
- National study of Gen Z found nearly 80% said it was important to have on-the-job training such as internships and apprenticeship, as part of their education experience.
- When asked “what is most important in deciding what to do after high school,” a majority stated, “I need to understand different careers available.”

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**Sonoma County students who have experienced high-quality work-based learning report significantly higher levels of readiness, academic challenge, engagement, relationships, belonging, and emotional/mental health than their peers.**

# Education-Workforce Landscape

Sonoma County



Employers need a skilled and motivated workforce for a strong economy.

Young adults and families need gateways to economic opportunity to build and sustain healthy and fulfilling lives.

Students need relevance, skill building, and career exploration opportunities to be future ready.

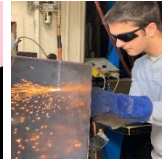


## Strategic Goals

- ✓ Build capacity of school systems to transform
- ✓ Expand opportunities for career connected learning across diverse student populations
- ✓ Deepen stakeholder partnerships to ensure student pathway goals are achieved



# Enrique's Sonoma Corps Story



# SONOMA CORPS



# Critical Point in Time

## The Golden Opportunity



## Golden State Pathways Funding Opportunity

\$500,000 million “preserved” in state funding for education pathway development aligned to workforce demand.

- Linking K12, postsecondary and workforce partners to deliver a seamless pathway experience for young people.

**Prioritizes high-wage, high skill and high growth jobs in our regional and state economy.**

- Healthcare, Education, Computer Science, STEM and Climate Resilience
- Work-based learning, internships, apprenticeships must be included

# Stakeholder Partnerships are Key

## Join Us!



**Amber Figueroa**

[amber@ctesonomacounty.org](mailto:amber@ctesonomacounty.org)

SONOMA STATE  
UNIVERSITY

# Collaborative Initiatives for Workforce Development and Retention:

Driving Economic Prosperity in Sonoma County



**Dr. Mike Visser**

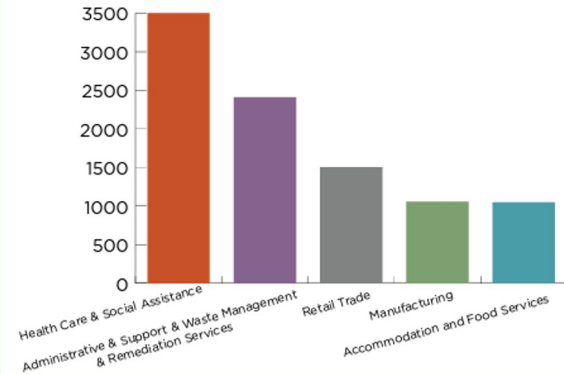
Interim Dean

School of Business & Economics

# Sonoma County Employment Data

## OCCUPATIONS & EMPLOYERS

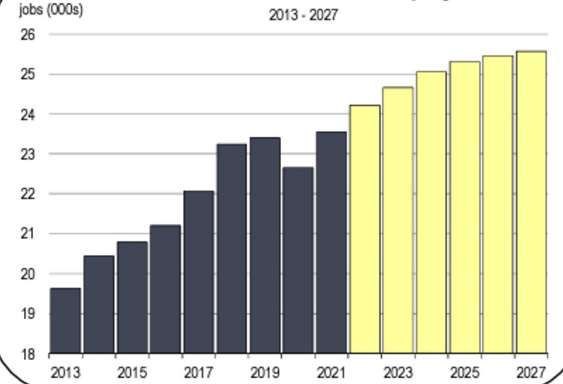
**TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM JANUARY 2023 TO MARCH 2023**



**TOP 10 EMPLOYERS BY UNIQUE JOB POSTINGS FROM JANUARY 2023 TO MARCH 2023**

Employer	Posting Volume
Providence Health & Services	858
Kaiser Permanente	512
CareInHomes	303
Sutter Health	283
County of Sonoma	223
Jackson Family Wines	143
Sonoma State University	141
Randstad	138
Santa Rosa Junior College	133
Starbucks	121

## Professional & Business Employment



## Professional and Business Services Employment

- Employment in the professional and business services industry reinstated 900 jobs in 2021, an increase of 4 percent. In 2022 another 700 jobs will be created.
- Over the long term, growth is expected to be strongest in professional, scientific, and technology services.

### Sources:

-Sonoma County Economic Development Board, 2023 Workforce Development Survey Report  
-2022 County Level- Sonoma County Economic Forecast Report

# Challenges

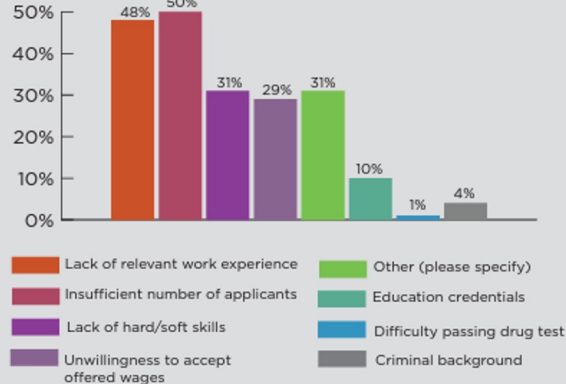
## 2023 KEY FINDINGS & OPPORTUNITIES

**63%**  
of respondents  
experienced hiring  
difficulties

**50%**  
of respondents said they  
received an insufficient  
number of applicants

**93%**  
of employers do not  
expect a need to lay off  
employees in 2023

### Why did your organization experience hiring difficulties, if any?



\*Survey participants selected as many options as applicable

n= 147

*“Lack of available housing locally.”*

*“Prospective employees wanting 100% remote.”*

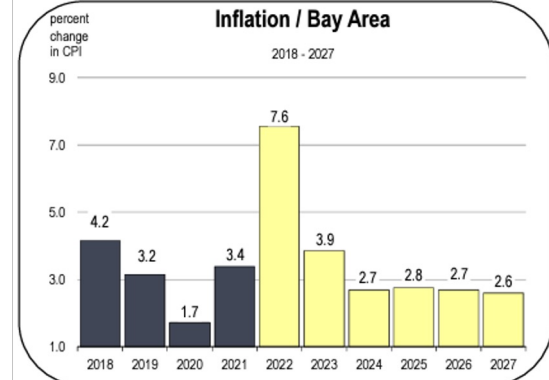
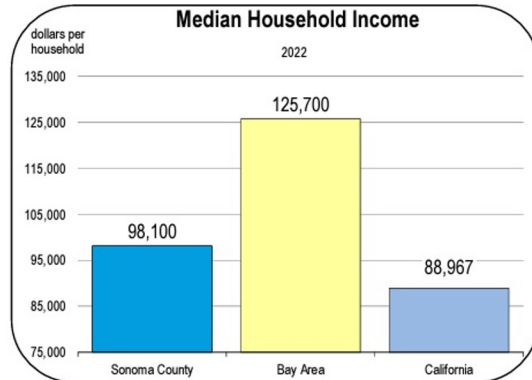
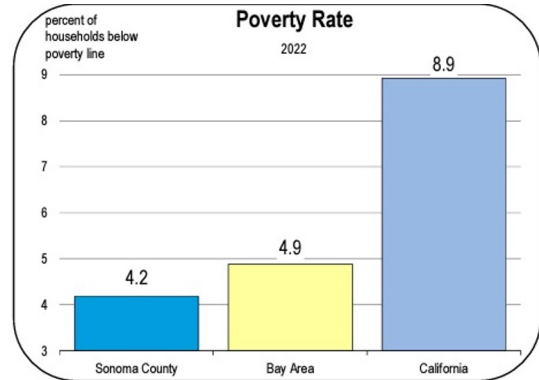
*“Cost of living in the Bay Area is our #1 issue with hiring.”*

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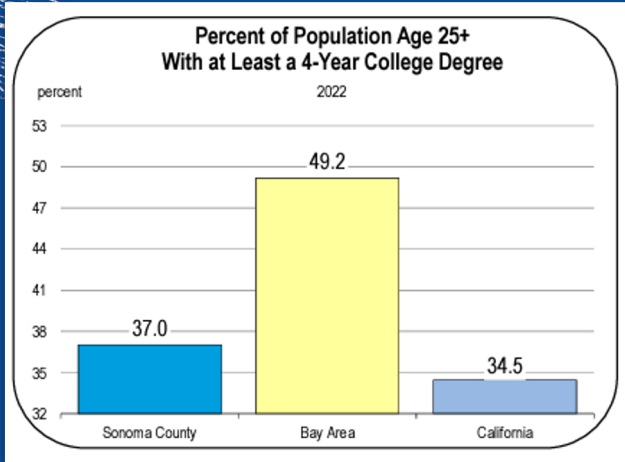
# Sonoma County Economic & Socio-Economic Indicators

	Population (people)	Households (thousands)	Net Migration (people)	New Homes Permitted (homes)	Registered Vehicles (thousands)	Personal Income (billions)	Taxable Retail Sales (billions)	Total Taxable Sales (billions)	Real Industrial Production (billions)	Real per Capita Income (dollars)	Unemployment Rate (percent)	Real Farm Production Rate (millions)	Inflation Rate (percent)
2022	484,850	191.5	-15	1,823	543	\$40.7	\$8.9	\$12.9	\$6.5	\$75,430	2.8	\$917	7.6
2023	485,145	193.3	711	1,638	545	\$42.5	\$9.1	\$13.1	\$6.4	\$75,861	3.0	\$921	3.9
2024	486,361	194.8	1,787	1,519	546	\$44.1	\$9.2	\$13.3	\$6.4	\$76,427	3.1	\$925	2.7
2025	487,174	196.1	1,542	1,546	547	\$45.9	\$9.4	\$13.5	\$6.5	\$77,304	3.1	\$939	2.8
2026	487,442	197.5	1,112	1,507	548	\$47.7	\$9.5	\$13.7	\$6.6	\$78,296	3.0	\$954	2.7
2027	487,188	198.8	715	1,511	549	\$49.7	\$9.7	\$13.9	\$6.7	\$79,527	2.9	\$971	2.6
2028	486,498	200.1	375	1,559	550	\$51.8	\$9.8	\$14.2	\$6.9	\$80,806	3.0	\$988	2.6
2029	485,716	201.4	374	1,546	551	\$53.6	\$10.1	\$14.6	\$6.9	\$81,599	3.0	\$997	2.7
2030	484,858	202.8	377	1,512	552	\$55.5	\$10.5	\$15.1	\$7.0	\$82,475	3.0	\$1,007	2.6
2031	483,944	204.1	461	1,506	552	\$57.4	\$10.7	\$15.5	\$7.1	\$83,313	2.9	\$1,017	2.5
2032	482,892	205.4	450	1,473	553	\$59.3	\$11.0	\$15.9	\$7.1	\$83,944	2.9	\$1,023	2.7





# Academia in Workforce Development



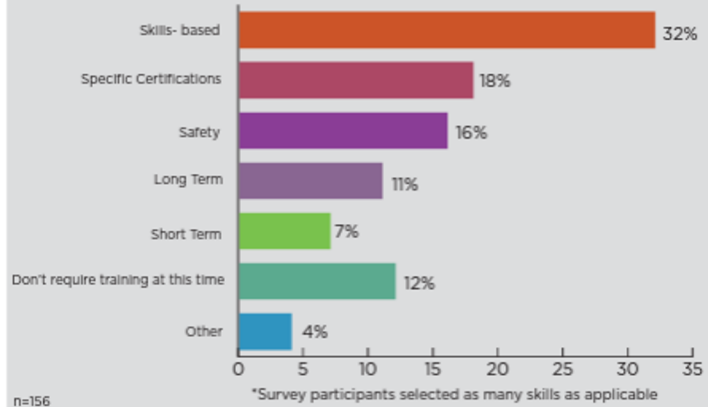
**65%**  
 Respondents said they would be more willing to hire an individual that didn't meet the required level of education, if they received training funds.

## SKILLS & CERTIFICATIONS

### TOP SPECIALIZED SKILLS, HARD SKILLS, AND CERTIFICATIONS FROM JANUARY 2023 TO MARCH 2023

Top Specialized Skills	Posting Volume Q1 2023	% Of Total Post-ings	Top Specialized Skills	Posting Volume Q1 2023	% Of Total Post-ings
Nursing	1456	8%	Selling Techniques	798	4%
Merchandising	1211	6%	Auditing	785	4%
Marketing	954	5%	Caregiving	613	3%
Restaurant Operation	939	5%	Housekeeping	574	3%
Accounting	855	5%	Warehousing	568	3%

### What type of training is most needed for your organization's employees?



Sources:  
 -Sonoma County Economic Development Board, 2023 Workforce Development Survey Report  
 -2022 County Level- Sonoma County Economic Forecast Report

# Resources



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**CENTER FOR  
PROFESSIONAL  
ENGAGEMENT**



# Programs & Certificates

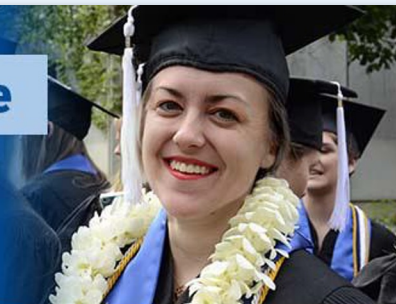
## A Bachelor's Degree Can Get You There

Flexible degree completion programs near you

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STATE  
UNIVERSITY

SCHOOL OF  
EXTENDED  
& INTERNATIONAL EDUCATION

Get Started



Schedule a consultation today to learn more about our flexible degree completion programs near you.

## WINE BUSINESS MANAGEMENT CERTIFICATE



ADVANCED COURSE:

STRATEGIC WINE MARKETING

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SCHOOL OF  
BUSINESS  
& ECONOMICS

SONOMA  
STATE  
UNIVERSITY

SCHOOL OF BUSINESS & ECONOMICS  
WINE BUSINESS INSTITUTE



# Fostering a Culture of Collaboration

sonoma.edu





# Get Involved

- **Partnerships with the School of Business & Economics at SSU**
  - **Increase support and funding for workforce development programs**
  - **Businesses engage in mentoring/internship programs**
  - **Embrace a long-term vision to achieve lasting economic prosperity**
- 



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Adlai E.  
STEVENSON  
Hall

[sbe.sonoma.edu](http://sbe.sonoma.edu)



# Janet Connors, President



Sonoma County Alliance

## Questions?

