

## *Economic Insecurity is the Defining Issue of Our Time*

California can and should lead in a discussion that results in a public strategy for reviving economic opportunity and equality in urban and rural, north and south, inland and coastal California.

California embraces technology and innovation. The state's diverse regional economies reflect the nation and world. And our values - including our commitment to sustainability and social inclusion - obligate us to lead by example.

Curating a creative and respectful dialogue - as we've done for years with the California Economic Summit - can inspire good politics and good policy. The Summit is the perfect vehicle for this effort.

## **AS CALIFORNIANS, WE NEED TO DO THIS FOR OURSELVES**

This is not just a California problem to be sure. Economic insecurity is responsible for much of the national angst. However, we cannot expect Washington, D.C. to lead - the federal government is simply paralyzed.

Meanwhile, the lack of upward mobility is keeping Californians from achieving all they want for themselves, their children and grandchildren. And, when Californians are inspired to act, they do.

Poverty and income data from 2010-2014 show that in addition to the 8.1 million Californians living in poverty, 9.9 million Californians are at risk of falling into poverty.

As we've discussed this idea with leaders from left, right, and center, they all agree: It's time to act. Not everyone agrees on how - yet.

Elevate California is designed to start that conversation with an eye toward finding pragmatic solutions.



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## **WHY CALIFORNIA FORWARD AND THE CALIFORNIA ECONOMIC SUMMIT?**

The Summit - with its regional infrastructure and state influence - is well positioned to develop and promote a unifying approach to this issue.

The Summit's triple bottom line approach of balancing economic growth, environmental protection and equal opportunities for every Californian is the best framework for developing effective solutions.

## **YOU CAN HELP ELEVATE CALIFORNIA**

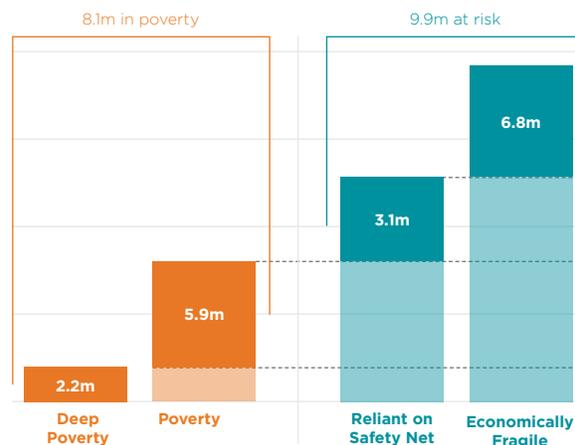
People who are concerned about the future of the Golden State — foundations, business leaders, labor leaders — have already expressed interest in supporting this effort.

You can contribute to this work by identifying California voices who can add content to this ambitious project or through your financial support.

*“Often the rest of the country looks to California as a model for cutting-edge progress.”*

**-Raj Chetty**  
**Stanford Institute for Economic Policy Research**

## **MILLIONS OF CALIFORNIANS REMAIN ECONOMICALLY VULNERABLE**



Data source: Poverty Measure from Stanford/PPIC data; Middle income from HUD and analysis.

# AN ACTION PLAN

## FROM UNDERSTANDING TO ACTION

This activity – aligned with other Summit-related activities – seeks to achieve the following outcomes:

- 1 Build a narrative** of what California can do to improve upward mobility and why it matters that we do it now!
- 2 Model a culture** of collaborative thinking among diverse perspectives from business, labor and academia.
- 3 Broaden awareness** of policy leaders of the pragmatic steps, relevant research and specific proposals that can result in tangible outcomes.

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*“There is a danger in perpetuating two classes of citizens and the California Economic Summit really gives an opportunity to bridge that and focus on building a California for everyone.”*

**- Eloy Oakley**  
**Chancellor, California Community Colleges**

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## THE METHOD

There is not one solution and no single person, party, or organization has the answer.

Meaningful solutions will more likely emerge from a robust convergence of ideas and a diverse set of contributors. New voices must be lifted up to share their understanding of the challenges and possible solutions - inspiring new strategies and thinking.

Between June and the 2017 California Economic Summit to be held in November, CA Fwd and the Summit will curate commentaries and conversations among a range of leading thinkers on aspects of the upward mobility agenda. The topics will cover the elements in the Summit’s Roadmap for Shared Prosperity – as well as other considerations and insights, opportunities and innovations.



## THE VENUES

- A mass media effort built on existing relationships will include guest commentaries, interview opportunities and editorial board briefings.
- Blogs written by contributors will be distributed through CA Fwd and California Economic Summit networks, including the websites and e-newsletters of regional partners and allied organizations.
- Contributors will be connected to public convening and events at California universities and with the Summit’s regional and issue-oriented partners.

## 2017 MILESTONES

**May:** Introduce the first voices via blog and video in a soft launch

**June:** Announce the effort publicly in press release and add voices to the discussion

**July-October:** Identify, promote and participate in state and regional events advancing the thinking that is emerging

**November:** At the Summit we will deepen the discussion with key state leaders (e.g. education leaders, gubernatorial candidates, business, and labor leaders)

**December:** Assess effort for long-term prospects and determine next steps

## LET’S DO THIS

This issue simply must be addressed now: California’s very future depends upon it.

Supporters of this work know we can’t wait for it to fix itself.

## WANT TO HELP? CONTACT US

For more information, please contact Ed Coghlan, California Forward at 818-489-4774 or [ed@cafwd.org](mailto:ed@cafwd.org)

