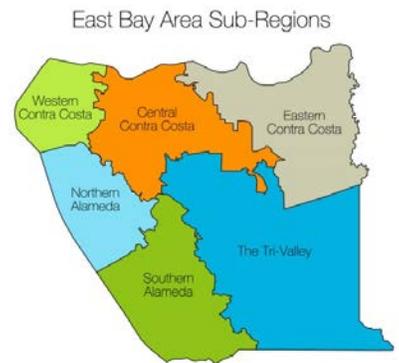


East Bay Region SlingShot Initiative

Mission/Vision

The East Bay SlingShot initiative aims to strengthen regional economic prosperity and improve income mobility by **creating stronger relationships between employers and community partners in the region's key industries and six sub-regions**. The ultimate goal of the East Bay SlingShot initiative is to ensure that local firms have the resources and support they need to grow and offer good jobs in the region, and residents are prepared to access those opportunities, resulting in an increased regional prosperity to be shared by all.



How will you get there?

To achieve the dual goals of SlingShot, the East Bay Region must support the growth of industries that can provide good jobs and family-sustaining wages. In this vein, the SlingShot initiative will focus on the following key industry sectors: **Healthcare, Advanced Manufacturing, Biomedical, Transportation and Logistics, and Information & Communications Technology**. Working with business leaders across the region, the East Bay SlingShot initiative will link, align, and leverage the assets and resources of our economic development, education, and workforce development partners to create and implement a regional economic and workforce development strategy designed to enhance income mobility and ensure even greater prosperity and opportunity in the coming decade and beyond.

As a first step, the SlingShot team will convene employers by sector to lead the discussion and identify priority actions that will truly stimulate the kind of business growth that leads to good jobs. Building on these discussions, industry and community partners will identify roles and action for private and public sector partners to achieve the SlingShot goals.

Business leadership in action planning is a critical component of the East Bay SlingShot initiative. These first industry sector meetings allow business to lead the conversation, determine the priority actions of SlingShot, and make real commitments to this shared effort. As employers work with SlingShot partners to build more formal, detailed action plans driven by our private sector partners, the specific strategies and tactics of the SlingShot Compact will be refined.

How will you know when you've arrived?

Working together through SlingShot, our goals for action include:

- Identifying immediate actions to accelerate economic growth & improve workforce outcomes;
- Improving linkages among related organizations and businesses, and helping them work together as partners;
- Elevating industry priorities to help mobilize business leaders as champions to build stronger education and workforce systems; and,
- Better leveraging existing resources and efforts; and,
- Helping to identify and close gaps in services.

Who is on this Journey with you?

Business: All five (5) industry sectors above

Workforce Boards: Contra Costa, Alameda, Oakland, Richmond

Economic Development: East Bay Leadership Council, East Bay Economic Development Alliance

Education: Contra Costa Community College District, Peralta Community College Dist.

Labor and other organizations (public and community-based organizations) will also be working on implementation.