

Welcoming San Diego Kick Off

Creating a Welcoming Plan for San Diego

FEBRUARY 2, 2018

Kate Brick & Monica Fuentes



New American Economy

500 Republican, Independent, and Democratic mayors and CEOs in all 50 states agree:

Immigration is critical to America's economic success.

**INFLUENTIAL
CO-CHAIRS
& MEMBERS**



**ECONOMIC
IMPACT
STUDIES**



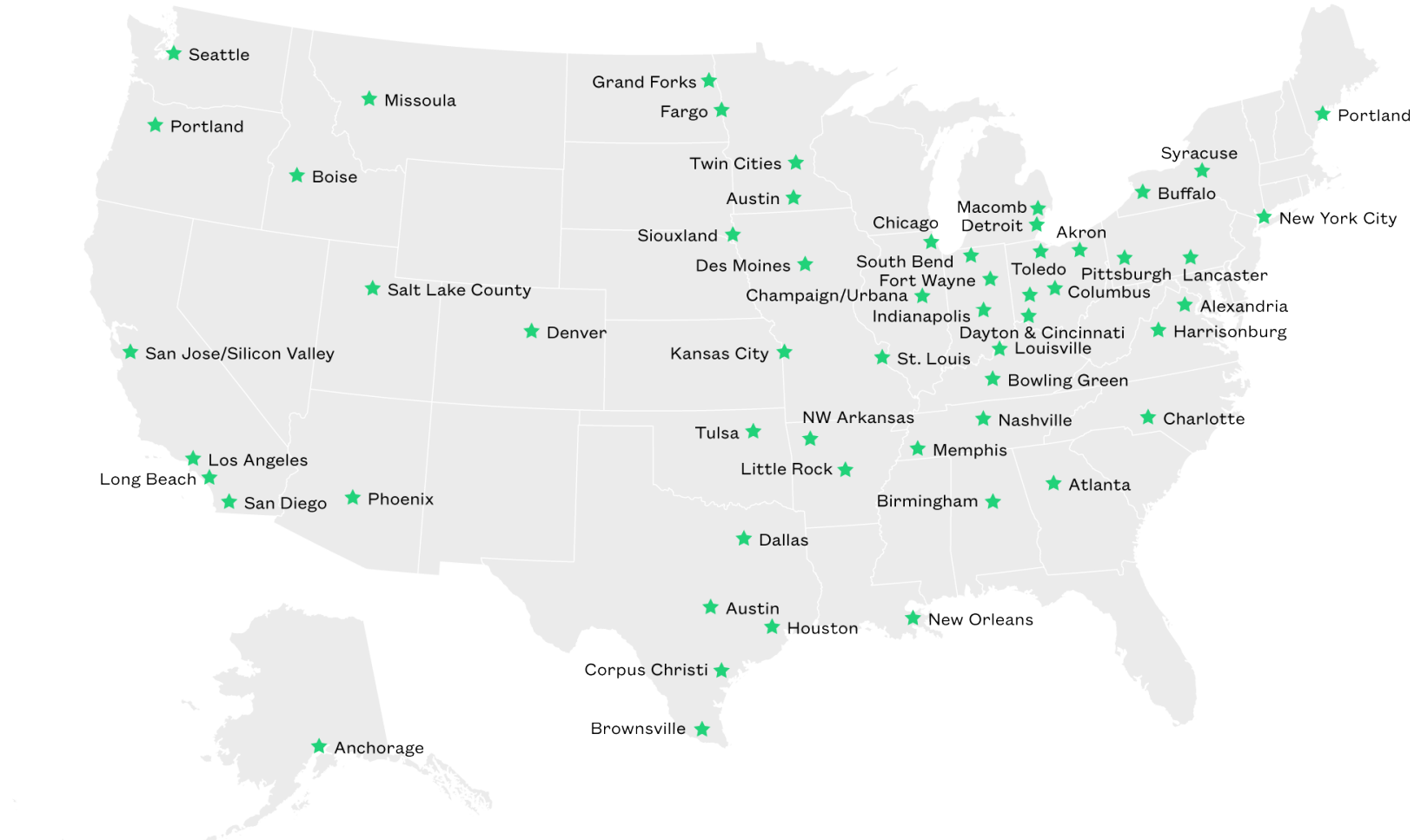
**AGRICULTURE,
BUSINESS, & TECH
ADVOCACY**



**LOCAL
IMMIGRATION
ACTION PLANS**



NAE State and Local Initiatives





2017 Awards



20 Communities Local economic research studies



10 Communities Direct technical assistance



8 Communities Matching grants



2017 Awards

Alexandria, VA

Austin, MN

Boise/Ada County, ID

Bowling Green, KY

Champaign-Urbana, IL

Chicago, IL

Corpus Christi, TX

Dallas, TX

Dane County, WI

Des Moines, IA

Fort Wayne, IN

Grand Forks, ND

Grand Rapids, MI

Harrisonburg/
Rockingham County, VA

Lancaster, PA

Little Rock, AR

Long Beach, CA

Memphis, TN

Missoula, MT

Northwest Arkansas

Portland, ME

San Diego, CA

Siouxland, IA/NE/SD

Michiana (South Bend-
Elkhart), IN

Tulsa, OK

New Americans in San Diego



Immigrant Population in San Diego County

799,357

FOREIGN-BORN SHARES OF TOTAL POPULATION:

San Diego Metro Area

24.1%

City of San Diego

25.9%

California

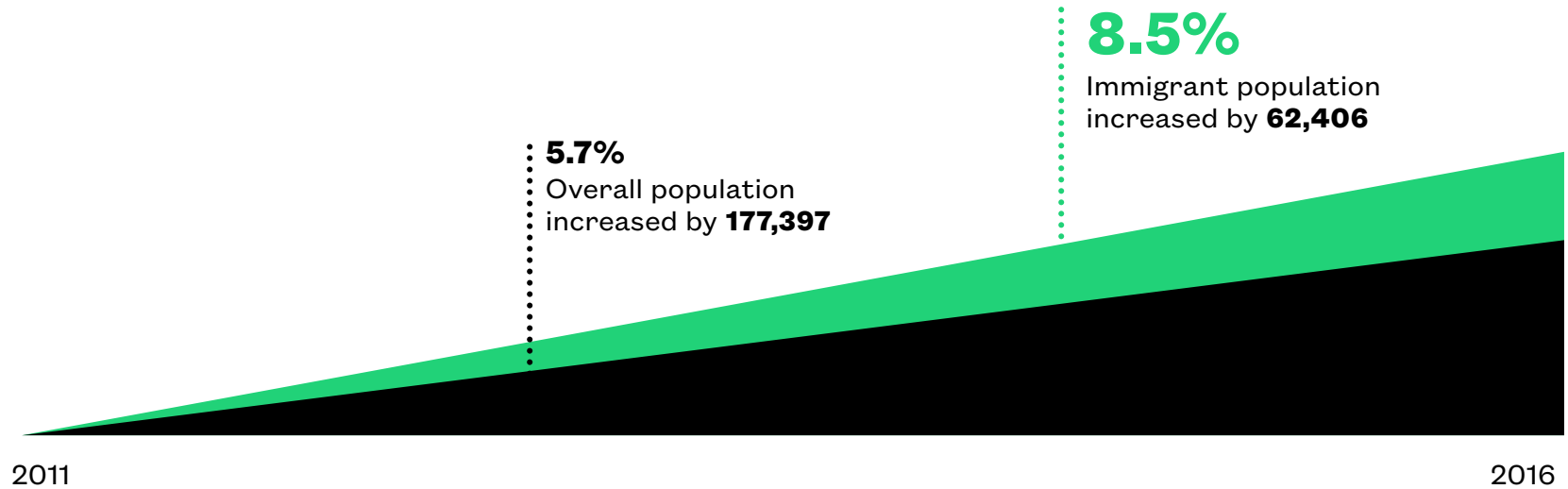
27.2%

National Average

13.2%

Source: *New American Economy, "New Americans in San Diego" (2017); U.S. Census Bureau, American Community Survey (2015)*

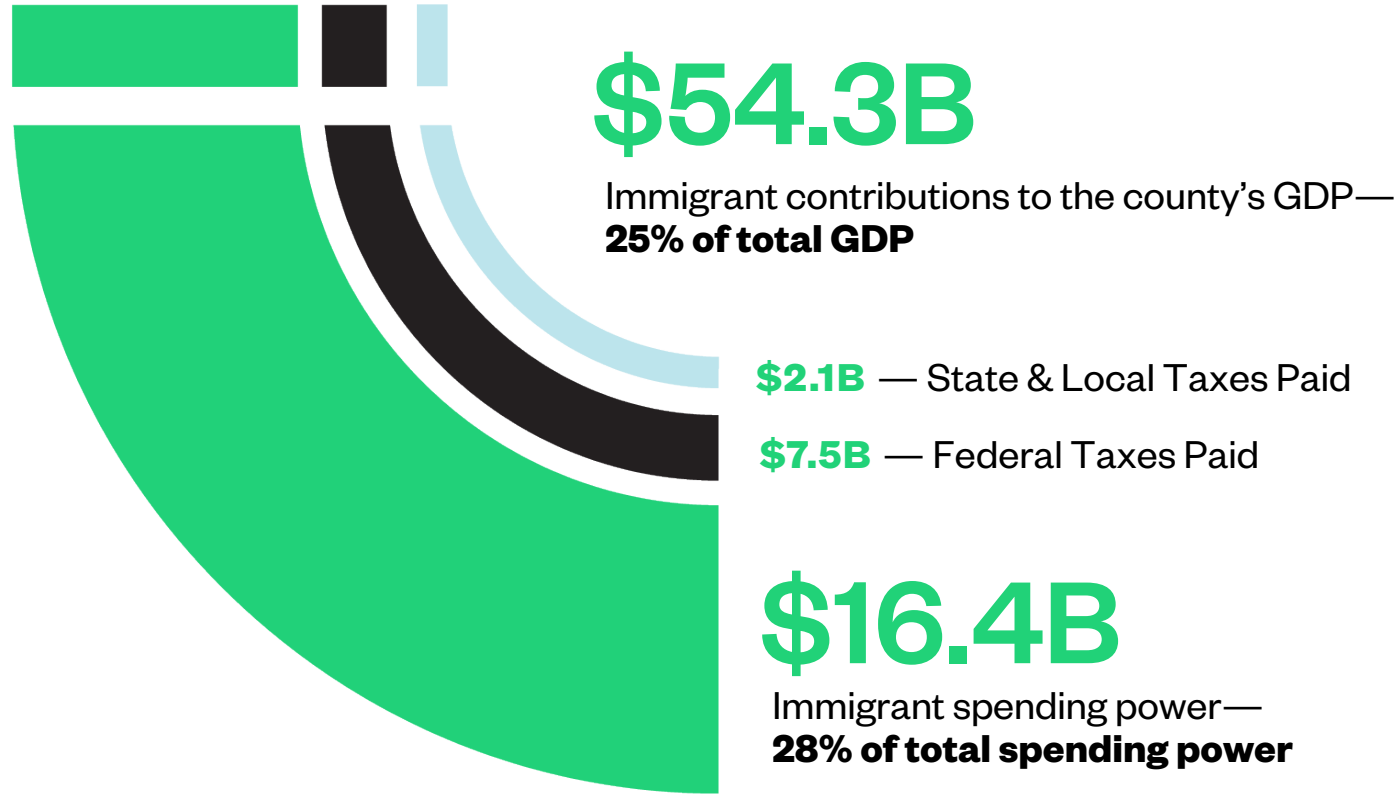
Population Growth in San Diego



35.2%

of the overall population growth in the area came from immigrants.

Spending Power & Tax Contributions in San Diego



Source: *New American Economy, "New Americans in San Diego" (2018)*

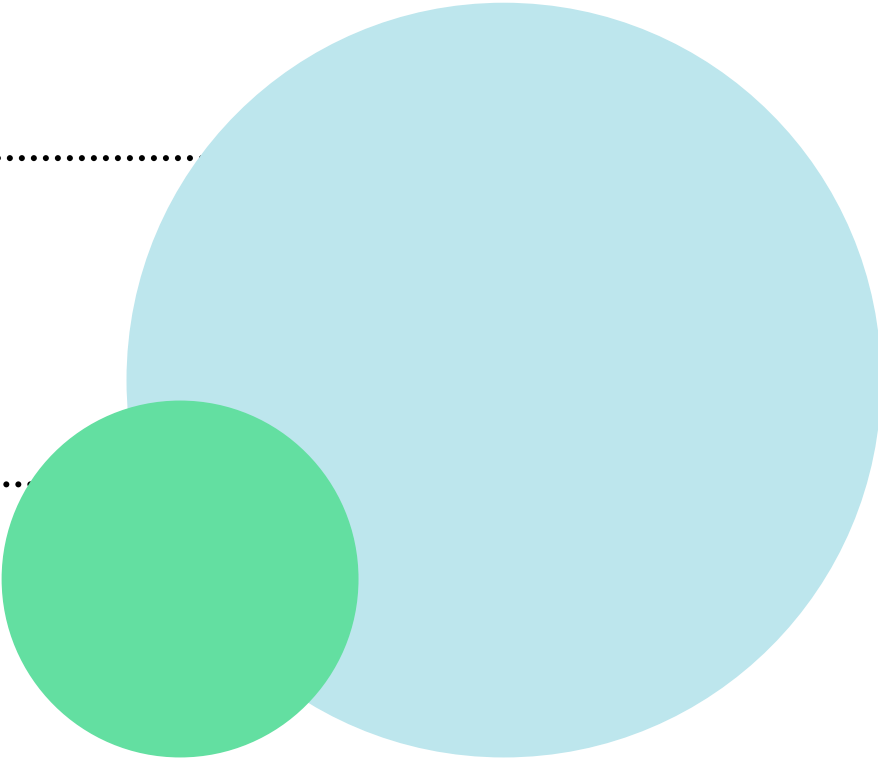
Contributions to Social Programs from San Diego

\$2.4B

to Social Security in 2016

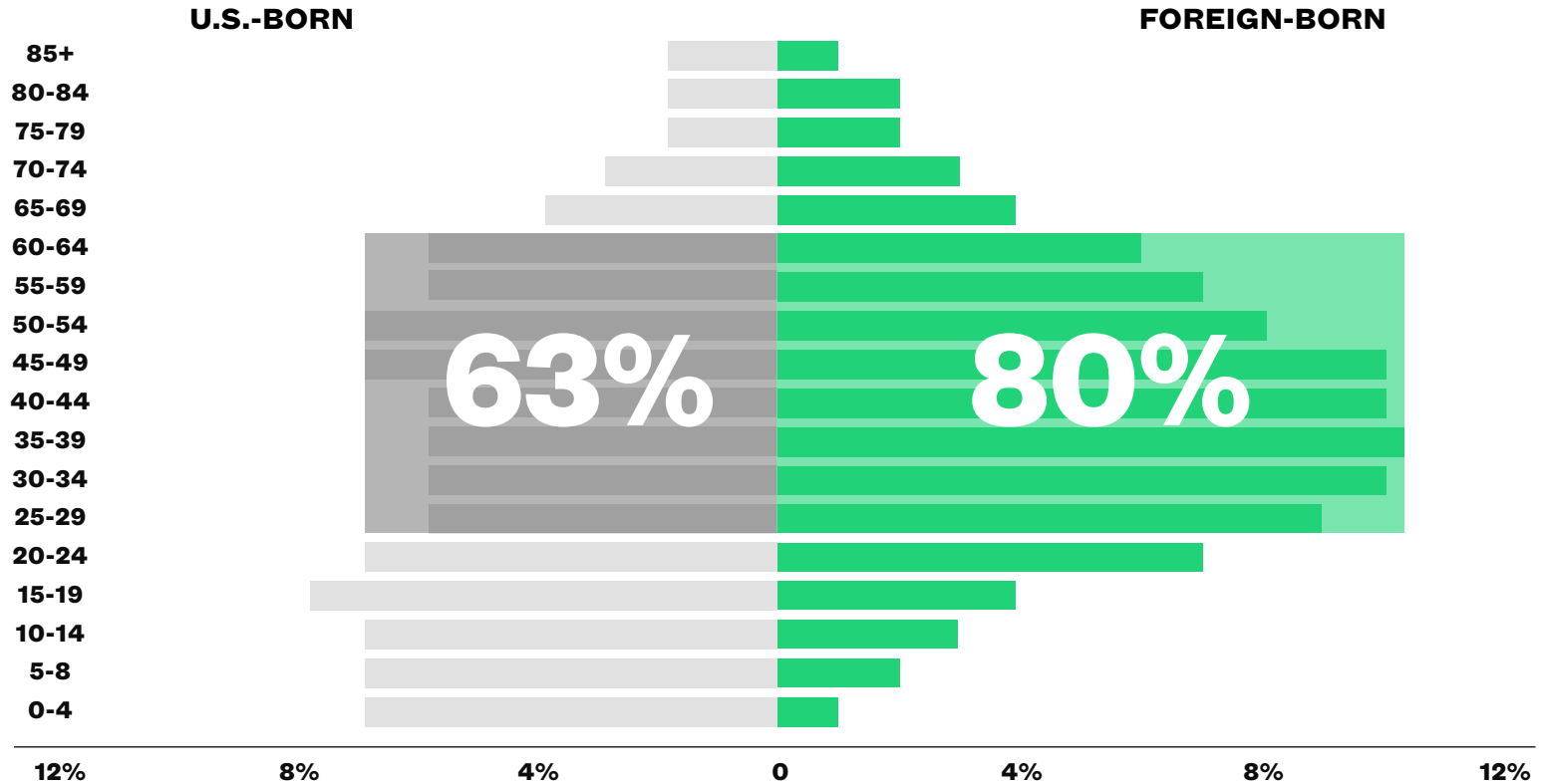
\$650.7M

to Medicare in 2016



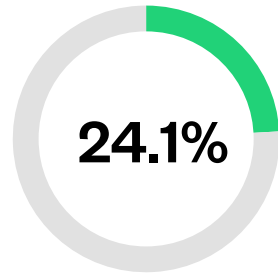
Source: *New American Economy, "New Americans in San Diego" (2018)*

Immigrants are More Likely to be Working Age in San Diego

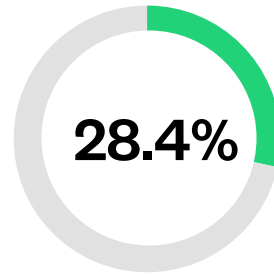


Source: New American Economy, Map the Impact, San Diego MSA (2016)

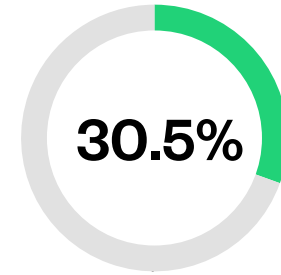
Immigrants in the Labor Force in San Diego



⋮
**OF THE TOTAL
POPULATION**



⋮
**OF THE EMPLOYED
LABOR FORCE**



⋮
**OF STEM
WORKERS**

Immigrants living in San Diego in 2016 helped create or preserve...

36,770

Local manufacturing jobs that would have vanished or moved elsewhere.

Immigrants in Key Industries in San Diego

The Top 6 occupations with **highest concentrations** of foreign-born workers:

61.6% Agriculture

39.9% General Services

39.6% Manufacturing

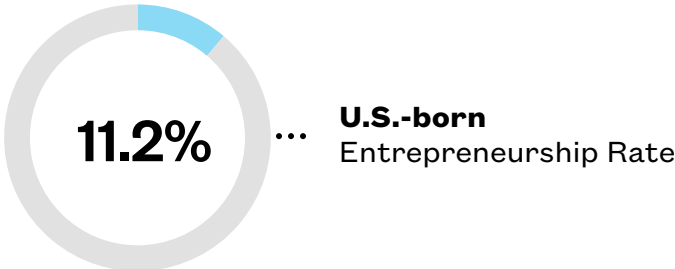
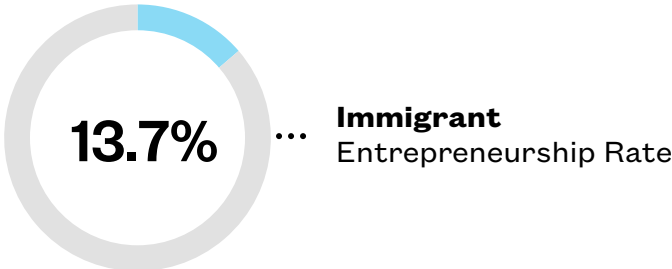
36.2% Transportation & Warehousing

33% Construction

32.2% Accommodation & Recreation

Entrepreneurship in San Diego

Foreign-born residents are **22.7% more likely** than U.S.-born residents to be business owners in San Diego.



32.7%

Immigrant Share of All Entrepreneurs

\$1.4B

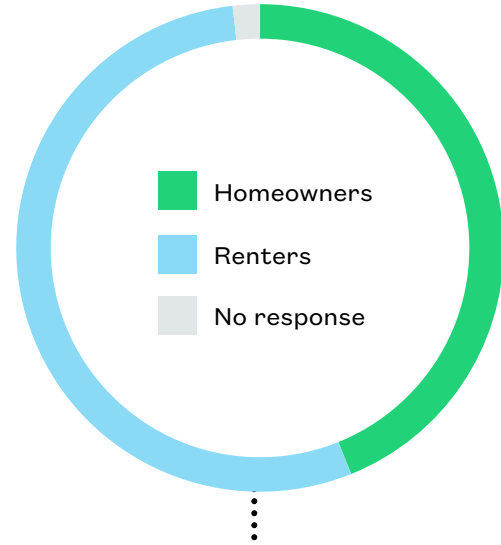
Business Income Generated by Immigrant Entrepreneurs

62,299

Immigrant Entrepreneurs

Source: *New American Economy, "New Americans in San Diego" (2018)*

Housing Wealth in San Diego



Immigrant households

In 2016, **43.9%** of immigrant households owned their home, with a total property value of

\$79.1B

About **54.1%** of immigrants were renters, paying **\$2.7B** in annual rent.

International Students in San Diego

6,965

international students

are enrolled in San Diego colleges and universities in fall of 2015.
They supported...

8,816

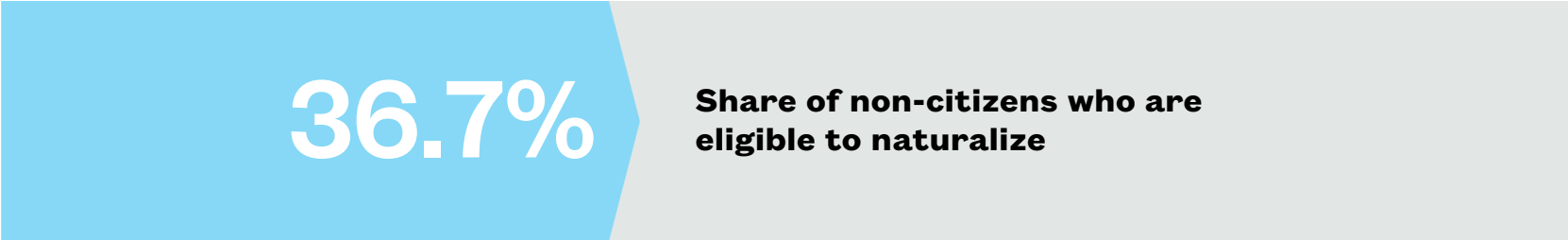
Local jobs...

And contributed

\$637.6M

to the local economy.

Naturalization in San Diego



416,679

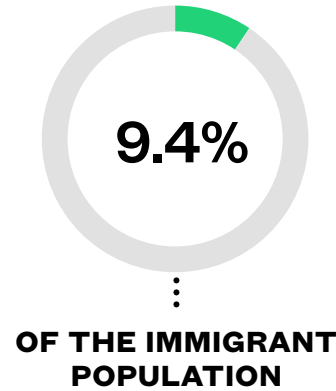
Naturalized immigrants

382,678

Eligible for naturalization

Source: *New American Economy, "New Americans in San Diego" (2018)*

Refugees in San Diego



\$53,700

Median household income
in 2016

74.5%

**Share of
refugees that
have naturalized**

Undocumented Spending Power & Tax Contributions in San Diego



\$2.6B

Total undocumented immigrant household income in 2016

\$109M — State & Local Taxes Paid

\$503.8M — Federal Taxes Paid

\$2B

Total Spending Power

Source: New American Economy, "New Americans in San Diego" (2018)

The DACA-Eligible in California



More than **316,200** Californians are currently eligible for DACA. **89.4%** of them are employed, earning a total annual income of

\$4.9B.

\$380M went to state & local taxes...

\$748M went to federal taxes...

Leaving them with

\$3.8B

in spending power.

Conducting a Strategic Planning Process

Monica Fuentes
Welcoming America

San Diego, CA
February 2, 2018



welcomingamerica.org

 [@WelcomingUSA](https://twitter.com/WelcomingUSA)

 [/WelcomingAmerica](https://www.facebook.com/WelcomingAmerica)

 [/company/welcoming-america](https://www.linkedin.com/company/welcoming-america)

| Who We Are

Welcoming America inspires people to build a different kind of community — one that embraces immigrants and fosters opportunity for all.

We are leading a movement of inclusive communities across the nation toward becoming more prosperous by making everyone who lives there feel like they belong.



| How We Do Our Work



We **CONNECT**
community, government,
and nonprofit leaders



We **BUILD** the capacity
of these leaders to plan
for welcoming



We help communities
CHANGE local systems
and culture

| Accelerating Change



35 Welcoming Plans



30 Local Immigrant Integration Offices



600 Welcoming Policies

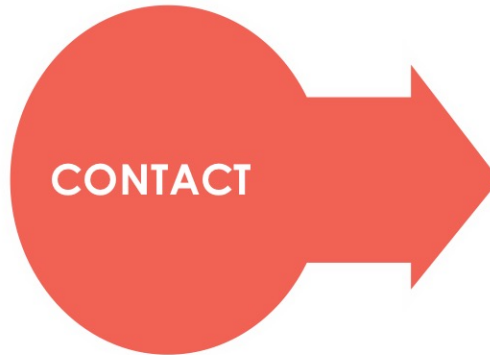


1 in 8 Americans lives in a community in the Welcoming America network.

A young man with dark hair, wearing a dark long-sleeved shirt and dark pants, is sitting on a concrete step in front of a door. The door has a decorative window with a floral pattern. The entire image is overlaid with a semi-transparent green filter. The text "Understanding & Applying the Framework" is written in large, white, sans-serif font on the right side of the image.

Understanding & Applying the Framework

| Receiving Communities Approach



| Our Focus



LEADERSHIP



EDUCATION



**ECONOMIC
DEVELOPMENT**



CIVIC ENGAGEMENT



**CONNECTED
COMMUNITIES**



SAFE COMMUNITIES



EQUITABLE ACCESS

**WELCOMING
AMERICA**



welcomingamerica.org

[@WelcomingUSA](https://twitter.com/WelcomingUSA)

[/WelcomingAmerica](https://www.facebook.com/WelcomingAmerica)

[/company/welcoming-america](https://www.linkedin.com/company/welcoming-america)



Best Practices

| Welcoming Plans – “How To”

- Establish convener and core partners
- Lay the groundwork and design the process
- Identify and engage planning participants
- Gather and assess data on community needs and assets
- Conduct the process
- Publish and disseminate the plan
- Implement, monitor and adjust the plan



Case Study: Building a Strategic Plan in Atlanta

COMMUNITY ENGAGEMENT

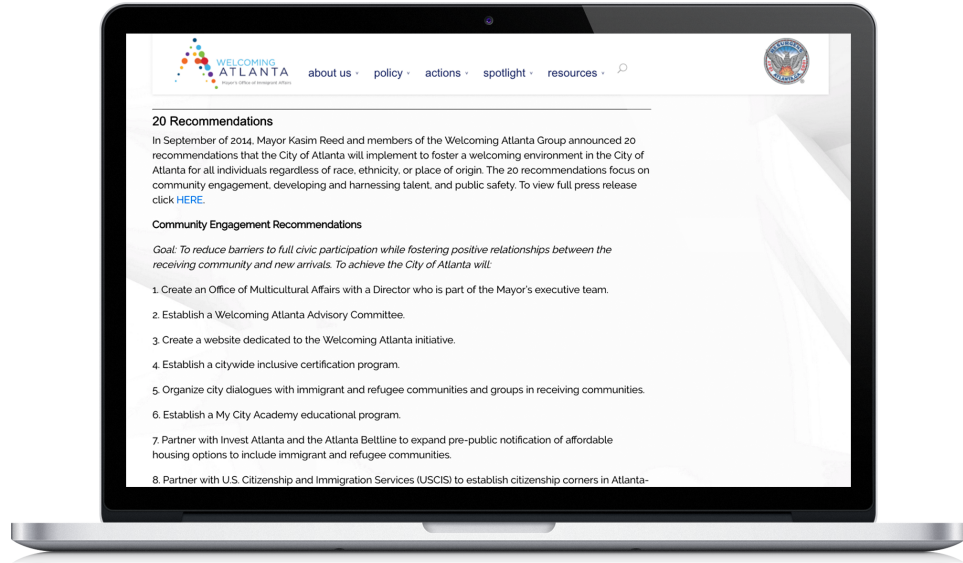
- Mayor's Office of Immigrant Affairs (Welcoming Atlanta)
- Cultural competency training
- Citizenship services

ECONOMIC POWER

- Expand English learning
- Participation in small business incubators
- Address food deserts

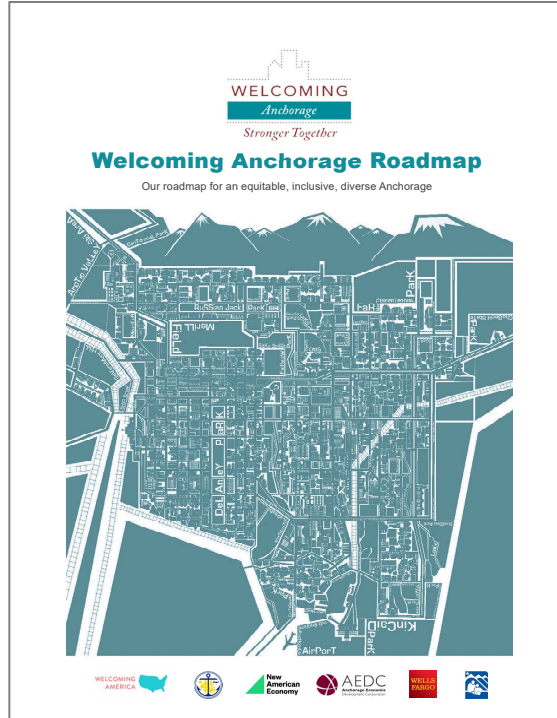
PUBLIC SAFETY

- Combat *notario* fraud
- Multicultural Liaison Unit



*“The Welcoming Atlanta initiative brings together city government and community leaders to create a more welcoming and **inclusive Atlanta that attracts and retains diverse talent.**” –Mayor Kasim Reed*

Case Study: Convening the Right Partners in Anchorage



STEERING COMMITTEE

- Community leaders
- Policy makers
- Service agencies
- Educators
- Business community

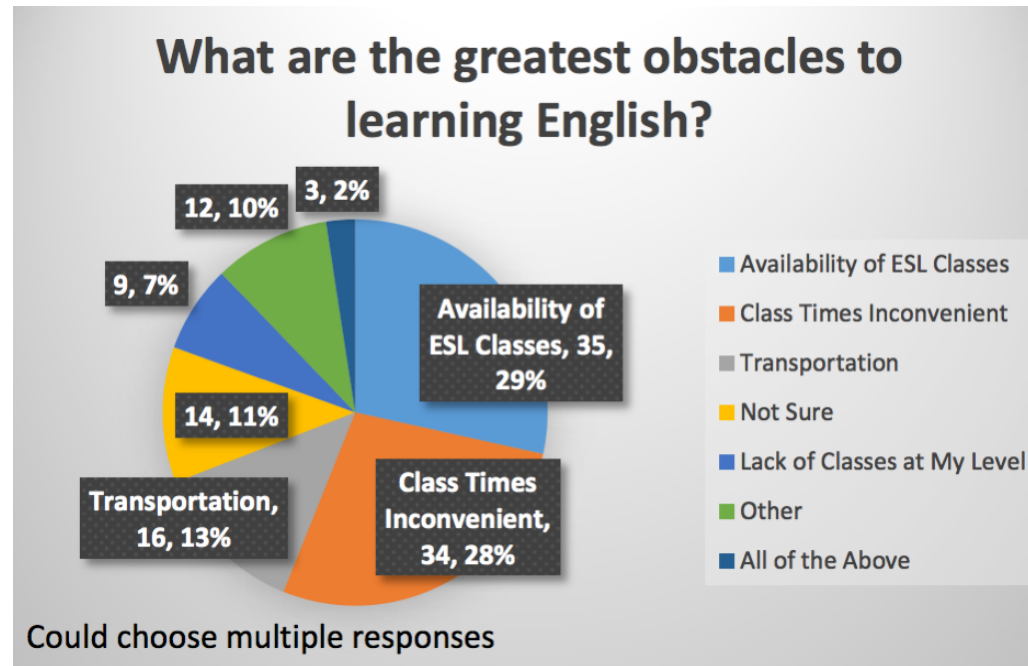
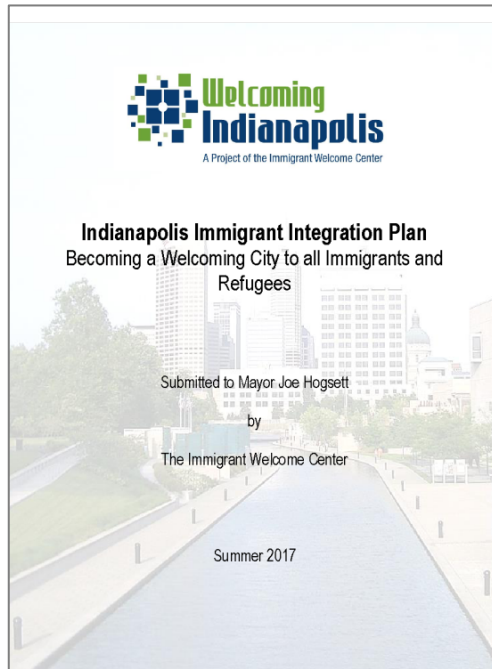
CORE TEAM

- Municipality of Anchorage
- Anchorage School District
- Anchorage Economic Development Corporation

*“The Steering Committee helped to guide the effort and provide leadership and perspective to roadmap development. They were **a sounding board and creative problem solver** as well as liaison between the planning process and the community.”*

Case Study: Surveying the Community in Indianapolis

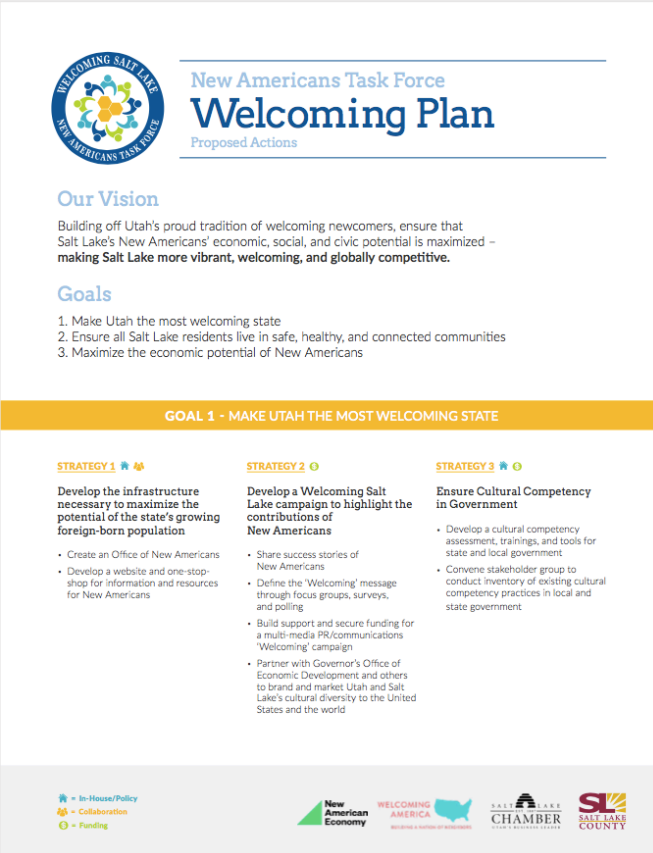
The steering committee identified goals and used survey data from the community to inform their recommendations.



Salt Lake County creates Office of New Americans & Refugees

MARCH 2016 – FEBRUARY 2017

- Launched Welcoming Task Force with Mayor and Chamber
- Released **new research** on immigrants' economic impact
- Provided technical assistance on **strategic plan**
- Provided **communications** and media support
- Created Office of New Americans



The image shows the cover of a report titled "New Americans Task Force Welcoming Plan Proposed Actions". It features the "WELCOMING SALT LAKE NEW AMERICANS TASK FORCE" logo, which is a circular emblem with a stylized flower or sunburst in the center. The text on the cover includes "Our Vision", "Goals", and a list of three goals. Below the goals, there is a section for "GOAL 1 - MAKE UTAH THE MOST WELCOMING STATE" with three strategies listed. At the bottom, there are logos for "New American Economy", "WELCOMING AMERICA", "SALT LAKE CHAMBER", and "SALT LAKE COUNTY".

New Americans Task Force
Welcoming Plan
Proposed Actions

Our Vision
Building off Utah's proud tradition of welcoming newcomers, ensure that Salt Lake's New Americans' economic, social, and civic potential is maximized – making Salt Lake more vibrant, welcoming, and globally competitive.

Goals

1. Make Utah the most welcoming state
2. Ensure all Salt Lake residents live in safe, healthy, and connected communities
3. Maximize the economic potential of New Americans

GOAL 1 - MAKE UTAH THE MOST WELCOMING STATE

STRATEGY 1 🏠 🤝
Develop the infrastructure necessary to maximize the potential of the state's growing foreign-born population

- Create an Office of New Americans
- Develop a website and one-stop shop for information and resources for New Americans

STRATEGY 2 📺
Develop a Welcoming Salt Lake campaign to highlight the contributions of New Americans

- Share success stories of New Americans
- Define the 'Welcoming' message through focus groups, surveys, and polling
- Build support and secure funding for a multi-media PR/communications 'Welcoming' campaign
- Partner with Governor's Office of Economic Development and others to brand and market Utah and Salt Lake's cultural diversity to the United States and the world

STRATEGY 3 🌐 🏛️
Ensure Cultural Competency in Government

- Develop a cultural competency assessment, trainings, and tools for state and local government
- Convene stakeholder group to conduct inventory of existing cultural competency practices in local and state government

🏠 = In-House/Policy
🤝 = Collaboration
📺 = Funding

New American Economy | WELCOMING AMERICA | SALT LAKE CHAMBER | SALT LAKE COUNTY

GatewaysForGrowth.org



INTERACTIVE MAP



WELCOMING PLANS

Thank You!

Kate Brick
kate@newamericaneconomy.org

Monica Fuentes
monica@welcomingamerica.org

