



San Diego Regional Playbook to Eliminate Workplace Discrimination

An initiative of the LEAPS San Diego Alliance

Executive Summary

January 2024

Major supporters:









TABLE OF CONTENTS

Introduction	. 3
Our theory of change	3
LEAPS San Diego accelerates change	. 4
Phase 2: The Playbook	. 6
Concluding remarks	7
LEAPS San Diego Alliance	7
Call to action	7
APPENDIX A: Playbook Interventions	9
Priority Area: Eliminate sexual harassment	9
Priority Area: Help small businesses become a united engine for change	10
Priority Area: Increase childcare for workers	11
APPENDIX B: Workshop attendees	13
Endnotes	14



Introduction

"Alone we can do so little; together we can do so much." - Helen Keller



The LEAPS San Diego Alliance is a collaborative of local entities dedicated to driving measurable and tangible change in our time. We are employers, employees, business associations, unions, advocacy organizations, for- and non-profit institutions, and more. Together, we are investing in a future San Diego that will serve as a national model of a thriving, inclusive ecosystem.

San Diego is poised to ignite a national wave of economic and social progress by revolutionizing its regional workplace culture. We're building an ecosystem where workers from all backgrounds thrive, not just survive.

This Executive Summary distills the core principles and framework of the LEAPS San Diego initiative to eliminate workplace discrimination as a united community. Our goal is to universalize fair workplaces that embrace best practices and fuel greater prosperity for workers and their communities across the entire San Diego region.

The groundbreaking LEAPS (Leadership in Ecosystems, Advancement, Policies, Supervisors) initiative goes beyond awareness campaigns. Spearheaded by the LEAPS San Diego Alliance, it equips government, employer, and advocacy decision-makers with practical guidance and protocols that will improve worker retention, attract top talent, and boost company and regional competitiveness. This is particularly valuable for small businesses, which are typically under-resourced because of their size and bandwidth.

LEAPS is powered by direct feedback from workers at multiple intersections of identity about their lived experiences at work. Groups whose voices particularly require elevating include women of color, caregivers, workers with disabilities, and LGBTQIA+ workers. The Kim Center is proud to join with leaders across industries, sectors, and interest groups to advance our region into a beacon of fair opportunities for all.

Our theory of change

A. San Diego can unlock an unprecedented wave of community unity and prosperity within 12 years by dismantling workplace discrimination.

Imagine an economy that outcompetes other regions – one in which businesses draw top talent from around the nation, families of all backgrounds thrive on secure incomes, and vibrant communities are bound by trust and collaboration. By addressing workplace discrimination, San Diego can boost our region's estimated economic growth rate by almost 10% in less than 10 years;¹ and inclusive diversity can raise quality of life for entire communities within 12 years.²

B. How? Consistent metrics and intentional action at the local level will drive lasting change.

"Success on a global level requires action on the local level,"³ and lasting change requires measuring progress using objective standards within a universal framework that also informs local action. Thanks to LEAPS, San



Diego already has the tools it needs. The LEAPS Alliance established San Diego's first-ever workplace ecosystem baselines in 2022, and is now testing innovative solutions designed to *systematically* improve workplace culture on the regional scale. Our first major milestone is to tangibly improve the work experiences of our Alliance's 6,000+ members and clients.

C. Why? Workplace discrimination persists, and everyone is paying a price, literally.

Workplace discrimination continuously prevents certain groups from achieving the work and financial success they deserve. For example, even in higher paying jobs, Black women still earn 63% of what white men earn in the same positions.⁴ However, the consequences resonate far beyond the individuals; racial discrimination causes stress and lost productivity that have cost U.S. businesses almost \$59 billion IN A YEAR,⁵ and ultimately hurt employers' competitiveness with companies that have more fair environments⁶ and regions' overall prosperity.⁷ Plus, today's bias carries more serious consequences for tomorrow than ever before: Artificial Intelligence (AI) often relies on human-generated data or programming, so "AI models can embed human and societal biases and deploy them at scale" – for example, one company recently discovered that its hiring algorithm systematically "penalized applicants from women's colleges."⁸

LEAPS San Diego accelerates change

"Happiness is not a coincidence but instead is the result of the conscious effort of enlightened leaders to make decisions that improve the quality of life for locals."

- Dan Buettner, author of Blue Zones



LEAPS Workshop attendees

LEAPS fills critical gaps in the mission by: a) standardizing success metrics for regions *and* employers, b) informing targeted action with locally specific data, and c) harnessing the power of localized collaboration. This systematic approach accelerates change in three straightforward phases:

Phase 1: Use the LEAPS Assessment to collect San Diego's locally specific baselines – COMPLETED

In June 2022, the LEAPS Alliance gathered feedback from San Diego workers across multiple intersections of identity about their daily experiences at work using the LEAPS Assessment. This first-of-its-kind study revealed trends in four Metric Areas: 1) Workplace Ecosystem, 2) Advancement and Compensation, 3) Policies and Organizational Support, 4) Supervisor Relationships. <u>Read the report at kimcenter.org</u>.

The San Diego region scored in the LEAPS zone of *Worrisome* in all Metric Areas (see table below), indicating a need to act immediately to reverse a potential trend of diminishing prosperity.

- 1. Workplace Ecosystem: 70
- 2. Advancement and Compensation: 64



- 3. Policies and Organizational Support: 64
- 4. Supervisor Relationships: 70

LEAPS ZONE	SCORES	ANTICIPATED OUTCOMES	WHAT TO DO
Doing Well	90-100	Economic and social prosperity resulting from thriving workers	Engage in activities to understand what you're doing right so you can systematize them to last through leadership changes
Getting Close	75-89	Thriving ecosystem for most workers	Activate a LEAPS Playbook within the next 2 years to address opportunities for long-term success
Worrisome	60-74	Diminishing prosperity due to reduced talent access, worker productivity, and/or retention	Immediately activate a LEAPS Playbook to revise your work culture, systems, and engagement strategies
Problematic	<60	Inability to compete and sustain due to insufficient talent access, worker productivity, and/or retention	Immediately activate a LEAPS Playbook to restructure your work culture, systems, and engagement strategies

Phase 2: Collaboratively design and implement the LEAPS Playbook - IN PROGRESS

The LEAPS Playbook is a unique roadmap of targeted interventions based on LEAPS Assessment findings. It focuses our region's energies on generating maximum impact by addressing our most urgent challenges rather than trying to fix everything at once. Trailblazing leaders from 50+ local organizations (see Appendix B) representing diverse sectors, industries, and interest groups convened in five workshops from January to May 2023. Together, they identified three Priority Areas and co-designed interventions with the greatest potential to improve San Diego's workplaces.

Phase 3: Evaluate our progress – SLATED FOR 2025

LEAPS runs on a three-year cycle. The Alliance will initiate our region's second LEAPS Assessment in 2025 and respond to the new findings by adjusting interventions as necessary.



Phase 2: The Playbook

LEAPS Playbook interventions are implemented by subgroups of workshop attendees called Collaborative Action Groups (CAGs).

CAG members officially committed their organizations to specific LEAPS Playbook interventions at a signing ceremony in November, 2023. See Appendix A for each intervention's goals, objectives, metrics, and members.

The LEAPS Playbook is a living, breathing action plan, so we will share updates every three months on the LEAPS Dashboard, to be launched in Winter 2024.



Michelle Mullen/Girl Scouts of San Diego, Adrianna O'Donnell/San Ysidro Health, Alicia Brav/BRAV Consultations (left to right)

Priority Area: Eliminate sexual harassment

Intervention: Create a universal toolkit to help employers improve sexual harassment prevention and response.

Significant LEAPS Assessment findings: 32% of San Diego workers are sexually harassed/assaulted by others in their organizations *Always/Very Often/Sometimes*. This includes 30% of all women and 40% of all Latinas.

LEAPS goal: In 12 years, we aim to decrease negative LEAPS Assessment findings for sexual harassment to 10% or less for all demographic groups.

Priority Area: Help small businesses become a united engine for change

Intervention: Adapt LEAPS to small companies so they can model fair ecosystems.

Significant LEAPS Assessment findings: The Alliance expected to collect LEAPS Assessment responses from at least 50 company leaders, but received only eight, mostly from small businesses.

LEAPS goal: In 12 years, we aim to award 25% of San Diego's small businesses with LEAPS Accreditation, the tipping point⁹ for unifying all employers around eliminating workplace discrimination.

Priority Area: Increase childcare for workers

Intervention: Amplify the County's Childcare Blueprint¹⁰ effort to incentivize employers to offer childcare benefits.

Significant LEAPS Assessment findings

30% of San Diego workers think about leaving their employers *Always/Very Often/Sometimes* because their needs as caregivers are poorly met. This includes 44% of all men and 38% of men of color.



LEAPS goal: In 12 years, we aim to increase the number of San Diego employers offering childcare benefits from 9%¹¹ to the tipping point of 25%.

Concluding remarks

The San Diego region has a vibrant and diverse workforce, but sexual harassment and the lack of childcare continue to hold back the prosperity of individuals and the organizations they work for. The LEAPS Playbook aims to propel San Diego beyond the tipping point for achieving a truly thriving workplace ecosystem within 12 years by dismantling these age-old barriers, particularly for women of color and caregivers. This will empower leaders to unlock our region's full potential to drive economic success by creating new access to quality jobs and upward mobility for marginalized communities, and by promoting greater competitiveness for small businesses.



Here's how. We ask that you commit to at least one of the following:

- 1. Apply to become a member of one Collaborative Action Group (CAG). Anticipated responsibilities include:
 - a. Commit someone from your leadership team to attend 1-3 virtual meetings (1-2 hours long each) per quarter over the next 6-18 months, and/or regularly review and respond to meeting updates.
 - b. Execute specific tasks within timelines that are agreed upon by all CAG members.
- 2. Contribute any of the following with a minimum value of \$500: monetary gifts, company resources, in-kind gifts



3. Participate in at least one CAG intervention activity, such as surveys, focus groups, beta tests, etc, and provide feedback and/or testimonials

Contact Dr. Hei-ock Kim at <u>heiock@kimcenter.org</u> with your questions.

Special thanks to LEAPS' 2023-24 Supporters

Lighthouse Supporter (\$15,000 and up)	Visionary Supporters (\$1-499)
County of San Diego Office of Vice Chair Terra	Adriana Brunner
Lawson-Remer, District 3	Adrianna O'Donnell
	Barbara Orozco-Valdivia
Pioneer Supporter (\$7,500 and up)	Betty Roth
Community Health Group	Brian Noveck
	Catherine Northcutt
Trailblazer Supporter (\$3,500 and up)	Clarissa Falcon
Arleen Antin and Dr, Leonard Ozerkis	Connie Cepeda
City Heights Community Development Corporation	Dave Brooke
	Delinda Forsythe
Lodestar Supporter (\$1,000 and up)	Fiona Ong
5P Consulting	Dr. Inez González Perezchica
Barbara Bry	Jane Niemeier
Bonnie and Dr. Neil Cohen	Jessica Crawford
Linda and Mel Katz	Lada Onyshkevych
Miranda Heerah	Linda Kavanagh
MyPoint Credit Union	Lynn Rhodes
Dr. Tina Ngo Bartel	Maggie and Paul Meyer
	Marci Bair
Trendsetter Supporter (\$500)	Dr. Mary Kim
Ben Kaatz	Michelle Youngers
Burnham Center for Community Advancement	Nancy Mancilla
Employee Rights Center	Penny Clews
Nancy Mancilla	Sarah Hassaine
Proven Recruiting	Shelby Gomez
RK2 Systems	Sofia Salgado Robitaille
San Diego Regional Economic Development Corp.	Stacie Bresler and Jonathan Reinstein
Sassinie, Inc.	Tom Lemmon
Steve Makoff	Wendy Hunter Barker
Susan and Steve Davis	

About the Kim Center for Social Balance

The Kim Center for Social Balance is a nonprofit dedicated to eliminating workplace discrimination and fostering pathways of success for all workers. As such, our work directly advances six of the 17 United Nations Sustainable Goals:¹² [1] No Poverty, [3] Good Health and Well-Being, [5] Gender Equality, [8] Decent Work and Economic Growth, [10] Reduced Inequalities, and [11] Peace, Justice and Strong Institutions. We achieve this through organized, local collaboration in both regions and companies to elevate the status of historically marginalized worker populations. Visit <u>kimcenter.org</u> for more information about how you or your organization can partner with the Kim Center and be part of the solution. Contact Dr. Hei-ock Kim at <u>heiock@kimcenter.org</u> with questions.



APPENDIX A: Playbook Interventions

Priority Area: Eliminate sexual harassment

Significant LEAPS Assessment findings

32% of San Diego workers are sexually harassed/assaulted by others in their organizations *Always/Very Often/Sometimes*. This includes 30% of all women and 40% of all Latinas.

Sexual harassment costs employers more than \$30,000 PER COMPLAINT,¹³ and the consequences to individuals¹⁴ can total a million dollars over a lifetime.



INTERVENTION: Create a universal toolkit to help employers improve sexual harassment prevention and response

Background

Sexual harassment is not about sex, it is about power.¹⁵ Yet, the majority of trainings focus "on simply avoiding legal liability" rather than understanding and balancing power structures, and therefore fail as prevention tools.¹⁶

LEAPS goals

- 1. In 12 years, we aim to decrease negative LEAPS Assessment findings for sexual harassment to 10% or less for all demographic groups
 - a. Measurably increase employer participation in eliminating workplace sexual harassment
 - b. Streamline the process for employers to identify effective resources for preventing sexual harassment
 - c. Increase post-event justice and reconciliation through comprehensive, trauma-informed processes

CAG objectives and metrics

- a. 3-month: Kick off project and conduct research.
 - Reframe sexual harassment as a consequence of unbalanced power dynamics.
 - Compile 10-20 existing tools with demonstrated success. Draft 3-5 components for the toolkit structure.
- b. 6-month: Test and validate preliminary assumptions.
 - Agree on 1-3 target audiences and 5-10 desired outcomes.
 - Collect feedback on toolkit structure and content.
- c. 9-month: Build toolkit for San Diego employers.
 - Design success metrics, data collection process, and communications.
- d. 12-month: Beta-test toolkit with 3-5 partners.
 - Validate recommended tools and toolkit structure.
- e. 15-month: Launch toolkit.
 - Collect feedback from at least 60% of target audiences.



- 18-month: Report on toolkit success metrics.
 - Prepare for 2025 LEAPS Assessment.

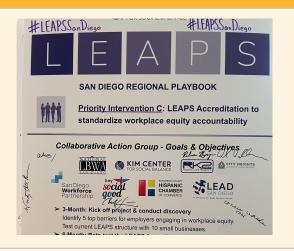
CAG Members

- Alicia Brav, BRAV Consultations
- Alor Calderon, Employee Rights Center
- Annamarie Montecina Till, RISE San Diego
- Mayra Hernandez, CA State Assembly 80th District David Alvarez's Office
- Michelle Mullen, Girl Scouts San Diego
- Monica Martinez, North County Philanthropy Council
- Steve Slocum, Salaam

Priority Area: Help small businesses become a united engine for change

In San Diego, small businesses represent 98% of firms and 60% workers.¹⁷

The LEAPS Accreditation promotes standardized accountability like B-Corps or LEAD Certification. Giving small businesses access to this powerful tool 1) empowers them to intentionally build and sustain fair ecosystems as they grow, 2) publicly validates their efforts toward eliminating workplace discrimination, and 3) helps them attract talent, customers, and investors, which can create more quality jobs and increase economic advancement.



INTERVENTION: Adapt LEAPS to small companies so they can model fair ecosystems

Significant LEAPS Assessment findings

The Alliance expected to collect LEAPS Assessment responses from at least 50 company leaders, but received only eight, mostly from small businesses. LEAPS Playbook Workshop outcomes suggest that small businesses can be more agile and innovative than large companies in shifting culture if we help them overcome bandwidth and resource limitations.

LEAPS goals

- 1. In 12 years, we aim to award 25% of San Diego's small businesses with LEAPS Accreditation, the tipping point for unifying all employers around eliminating workplace discrimination.
 - a. Create new LEAPS pathways tailored to the limited bandwidth and resources of small businesses.
 - b. Increase the visibility of LEAPS Accredited small businesses to "big buyers with strategic purchasing decisions to resilience and quality job creation."¹⁸
 - c. Increase the economic power of LEAPS Accredited small businesses by influencing public choices to work for, buy from, and/or invest in them.



CAG objectives and metrics

- a. 3-month: Kick off project and conduct discovery.
 - Understand the landscape of San Diego's small businesses by size, revenue, location, and industry.
 - Test and revise the LEAPS Accreditation with a control group of 10 small businesses.
- b. 6-month: Beta-test the LEAPS Accreditation.
 - Solidify 3-5 Accreditation levels.
 - Finalize 15-30 success metrics.
- c. 9-month: Launch the LEAPS Accreditation.
 - Design 3-5 pathways for small businesses to proceed with LEAPS.
- d. 12-month: Build out the LEAPS Dashboard.
 - Establish 5 goals and 15-30 success metrics.
- e. 15-month: Launch the LEAPS Dashboard.
 - Beta test with 10 users ranging from employers to the general public.
- f. 18-month: Report on Accreditation successes.
 - Present 3-5 case studies demonstrating positive impacts on company prosperity and sustainability.
 - Prepare for the 2025 LEAPS Assessment.

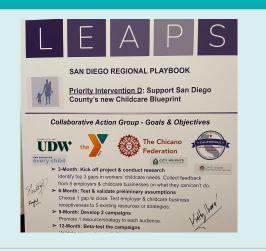
CAG Members

- Christie Marcella, Connect
- Cindy J. Lin, Hey Social Good
- Gina Jacobs, Port of San Diego
- Josie Flores-Clark, SD County Hispanic Chamber of Commerce and National Latina Business Women's Association San Diego
- Maggie Carter, SDG&E
- Natasha Salgado, City Heights CDC
- Rebecca Boyce, RK2 Systems, Inc.
- Samantha Beck, LEAD San Diego
- Wendy Hunter Barker, UC San Diego Rady School

Priority Area: Increase childcare for workers

LEAPS Playbook designers determined that San Diego urgently needs a regionally cohesive strategy with centralized management to increase childcare for workers.

At the same time, the County of San Diego released a Childcare Blueprint to universalize employer best practices to help workers find childcare. The LEAPS Childcare CAG is working directly with the County to develop key resources and partnerships. *"LEAPS is lifting up this foundational document." - Alethea Arguilez, Executive Director of First 5 San Diego*



INTERVENTION: Amplify the County's efforts to incentivize employers to offer childcare benefits



Significant LEAPS Assessment findings

30% of San Diego workers think about leaving their employers *Always/Very Often/Sometimes* because their needs as caregivers are poorly met. This includes 44% of all men and 38% of men of color. As long as employed men are unable to shoulder their fair share of caregiving responsibilities at home, the burden will continue to fall on women and prevent them from fully participating in the workforce.

LEAPS goals

- 1. In 12 years, we aim to increase the number of San Diego employers offering childcare benefits from 9% to the tipping point of 25%.
 - a. Drive collaboration and increase impact among childcare resource providers, as well as between employers and childcare providers.
 - b. Increase cohesion and advocacy among other stakeholders such as housing providers and property investors.
 - c. Develop new pathways that allow small businesses with limited resources to offer childcare.

CAG objectives and metrics

- a. 3-month: Kick off project and conduct research.
 - Map the landscape of childcare resources.
 - Collect feedback from 5 employers and childcare businesses on what gaps they can/cannot fill.
- b. 6-month: Test and validate preliminary assumptions.
 - Choose 1 gap to close.
 - Test value of closing this gap with employers, childcare business, and childcare seekers.
- c. 9-month: Develop incentive campaign.
 - Promote 1-5 resources/strategies and their benefits to employers that close this gap.
- d. 12-month: Beta-test incentive plan.
 - Validate assumptions with 5-8 employers, childcare providers, and/or childcare seekers.
- e. 15-month: Launch incentive plan.
 - Develop 3-5 case studies and 10-15 success metrics.
- f. 18-month: Link employers, childcare providers, and childcare seekers through Live Well San Diego.
 - Track usage trends and prepare for the 2025 LEAPS Assessment.

CAG Members

- Erin Hogeboom, San Diego for Every Child
- Joann Lo, United Domestic Workers of America Local 3930
- Katty Ibarra, San Diego and Imperial Women's Business Center
- Kendyll Sepulveda, City Heights CDC
- Molly Kirkland, Southern California Rental Housing Association
- Tina Williams, YMCA of San Diego County
- Rachel Villarespe, The Chicano Federation



APPENDIX B: Workshop attendees

Deepest thanks to all who contributed time and expertise to the LEAPS workshops. We are honored by your partnership!

FACILITATORS:

Akhil Galagali
Alicia Brav
Angel Stancer
Arcela Nunez-Alvarez
Catherine Mattice

PARTICIPANTS:

Accessity CA State Assembly District 80 CA State University San Marcos **CDC Small Business Finance** Chicano Federation **City Heights CDC** City of San Diego District 4 City of San Diego District 6 City of San Diego District 8 City of San Diego District 9 City of Vista **Climate Action Campaign** Child and Family Well-Being Dept. County of San Diego District 1 County of San Diego District 4 County Health and Human Services **Employee Rights Center**

Cindy J. Lin John Valencia Macarena Lopez Rachel Merfalen Rebecca Del Secco

Girl Scouts San Diego Hispanic Chamber of Commerce International Rescue Committee Ironworkers Local 229 **ISOS** Group Junior Achievement of SD County LEAD San Diego MANA de North County MANA de San Diego National Conflict Resolution Center **NLBWA San Diego** North County Philanthropy Council Port of San Diego Proven Recruiting **Rescue Agency RISE San Diego** RK2 Systems, Inc.

Sarah Hassaine Steph Groce Tanisha-Jean Martin Tracey Mueller Yi Li

Salaam SD and Imperial SBDC SD Community College District SD for Every Child SD Job Corps Center SD Refugee Communities Coalition SD Women's Business Center San Ysidro Health San Diego Gas and Electric Shyne San Diego San Diego SHRM SoCal Rental Housing Association The SD LGBT Community Center **UCSD Rady School** UDW/AFSCME Local 3930 USD School of Law YMCA of San Diego County



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