



REDWOOD REGION RISE

RESILIENT INCLUSIVE SUSTAINABLE ECONOMY

High Road Transition Collaborative Meeting
April 27, 2023

Welcome!

Introduce yourself in the chat and tell us about your favorite community event..

11:00-11:05	Welcome (back) and introductions	NCO
11:05-11:15	Updates from Task Force Meeting	CCRP
11:15-11:40	Community Engagement	NCO
11:40-12:25	Understanding our Region– Presentation and discussion	CCRP
12:25-12:30	Recap of agreements & next steps Next meeting: Wednesday, May 24 11:00 a.m.-12:30 p.m.	AEDC, CCRP, NCO
12:30	Adjourn meeting	

Review of CERF Timeline

In process: hiring, contracting/procurement, Listening Campaign, data and information gathering, developing communications and support tools.

Now-August 31, 2023	August 31, 2023	September-June 2023	June 30, 2024
<p>Governance Deliberation- Target end of JUNE!</p> <p>Launch Outreach and Engagement</p> <p>Data and Information gathering.</p>	<p>Regional Summary Part 1 DUE</p> <ul style="list-style-type: none"> - Partner Mapping - Economic Profile - Labor market/workforce dynamics - Public Health Analysis - Climate Vulnerability Analysis - SWOT 	<p>Creating Regional Strategies</p> <p>Identifying and assessing possible Projects</p> <ul style="list-style-type: none"> - Supporting Tribal CERF - Implementation Guidelines Released? - Pre-development Funds? - Pilot Projects Announced.. 	<p>Regional Plan Due to State</p>

High Road Transition Collaborative - Meeting Report Back

Our Task Force's measures of success (per state guidance):

- ★ Sub-regional representation on all decision making bodies,
- ★ Inclusion of disinvested communities on all decision making bodies,
- ★ Signed letter of commitment for folks coming on to the HRTC
(Partnership Agreement Letter)
- ★ Representation from all required partner groups, from all sub regions where they could be identified.

Task Force Feedback

- KEEP IT SIMPLE
- Preference for sub-regional planning tables to be included (ie, county planning tables).
- Preference for issue based work groups.
- We need a shared vision of where we are going together, governance mechanism should support that..
- Mechanisms need to support bottom-up planning.
- How we represent the structure matters, preference for “horizontal” orientation.

Redwood Region RISE

Community Engagement Plan

Presented by:

Radhika Misri, Project Manager



Agenda

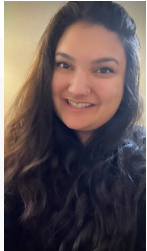


- **Introduction to Team**
- **Timeline**
- **Goals & Current Priority**
- **Community Outreach & Engagement Advisory Committee**
- **Questions**

Redwood Region RISE Community Outreach & Engagement Team (NCO)



Roseanne Ibarra
Director of Community Projects
(0.2 FTE)
ribarra@ncoinc.org



Radhika Misri
Project Manager
Community Outreach & Climate Action
(0.8 FTE)
rmisri@ncoinc.org

VACANT
Del Norte Coordinator
(1 FTE)

VACANT
Humboldt Coordinator
(1 FTE)

VACANT
Lake Coordinator
(1 FTE)

VACANT
Mendocino Coordinator
(1 FTE)

Recruitment

Project Coordinator III Positions:

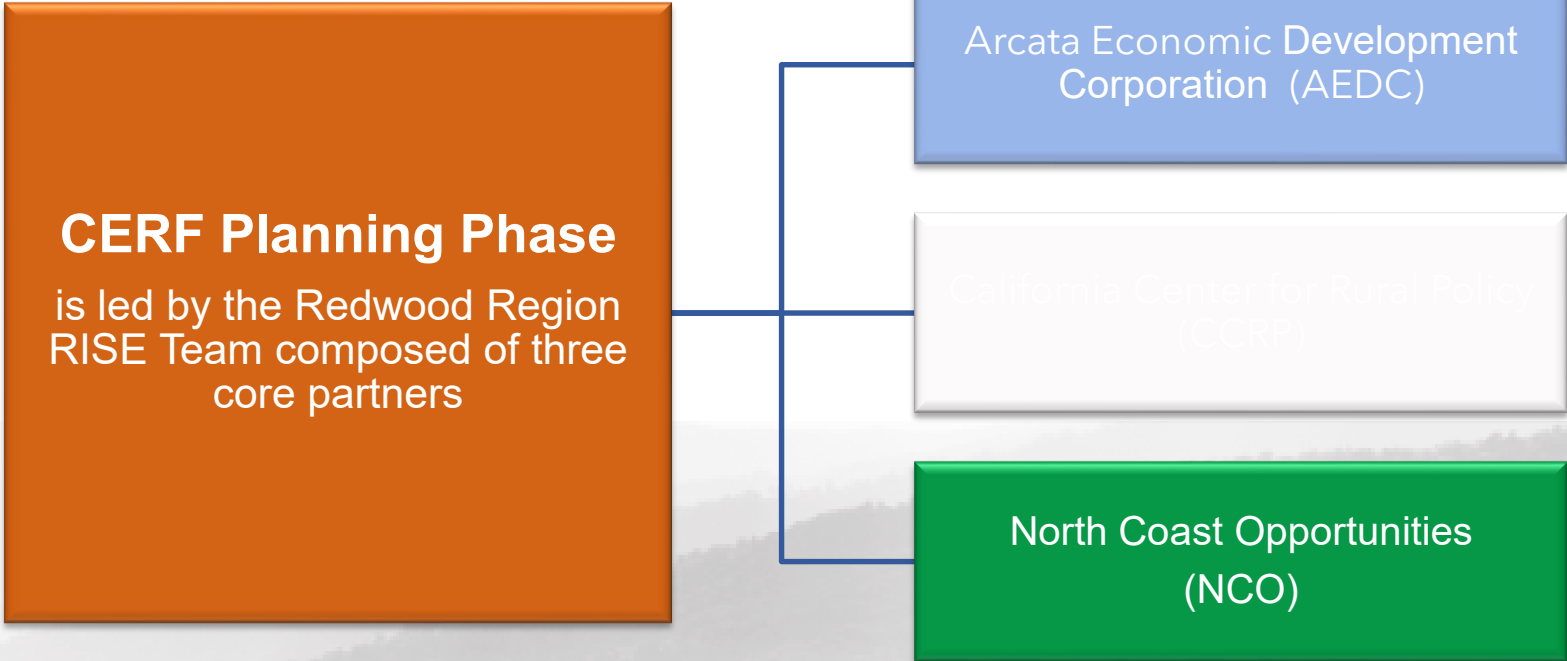
- Del Norte
- Humboldt
- Lake
- Mendocino



Building the Dream Team:

- Although we already have partners in the Del Norte and Humboldt counties, we need Project Coordinators locally in those communities to maintain our relationships.
- Coordinators are a vital component of the Community Engagement Plan because they are the backbone of communication, outreach, and relationship building.
- How to Apply? Check out NCO's website: <https://www.ncoinc.org/join-our-team/>
- Positions will be posted soon, keep an eye out!

CERF Partner Chart



Timeline

April 2023

Identify target populations in Del Norte, Humboldt, Lake and Mendocino Counties.

Send invites for monthly HRTC Meetings.

Recruitment for positions & committee members.

May 2023

Form Community Outreach & Engagement Advisory Committee.

Draft Committee Charter.

Create invitations for Committee, educational sessions/ meetings.

June 2023

Conduct interviews and/or convene focus groups of target populations to identify existing knowledge base regarding economic development planning and what the barriers have been for participation.

July 2023

Create Request for Proposal (RFP) for Diversity, Equity & Inclusion training package.

Host Diversity, Equity & Inclusion trainings.

July - August 2023

Gather target populations in-person and/or virtually to provide introduction to the CERF Planning Process and opportunities to engage.

Engagement Strategies

❖ Recruiting

- Capture the interest areas of target populations and follow up with individuals to invite them to participate in Work Groups and/or Committees that align with their interests.
- Inform individuals of other options that are available for their participation.
- Each of the four (4) Project Coordinator III will attend Work Group meetings within their assigned counties.

❖ Partnering

- Partner with local community groups, small businesses, agencies and organizations that can help us collect feedback from the population that we need to hear from.
- Organize Work Groups that are accessible and can help bridge the gap in communication for target populations.
- Share ideas and support on-going Listening Sessions.

❖ Collaborating

- NCO has historical footprints in not just Lake and Mendocino Counties but has had various projects serving Humboldt and Del Norte Counties as well. We are working as a region and are being very intentional about collaborating together as a whole region even if we each county has different needs.
- NCO has a long history of doing community work and has been around since 1968, and we have a lot different Community Action projects that are already targeting the population that we are trying to reach out to and hear from. (i.e. Head Start, Gardens Project, Caring Kitchen, etc)

Goals & Current Priority



The public outreach process will have five major phases. The phases of engagement will extend to the end of the project and establish connections, relationships, and partnerships that will continue beyond.

Each phase of engagement will be informed by lessons learned in previous phases. The goals of the phases are listed below:

- Goal 1: Invite target populations to the NRC (Community Coalition) monthly meetings
- Goal 2: Inform target populations about the CERF Planning Phase
- Goal 3: Host Diversity, Equity & Inclusion trainings
- Goal 4: Recruit individuals to actively participate in work groups and committees
- Goal 5: Collect feedback and implement into Master Plan

Community Outreach & Engagement Advisory Committee

The Outreach & Engagement Advisory Committee shall be composed of the following representative areas:

- Workers
- Unions
- Tribal Governments
- Non-federally Recognized Tribal Nations
- Tribal Citizens
- Monolingual Spanish-Speakers
- Monolingual Hmong-Speakers
- Individuals without Documentation
- Immigrants with Documentation/Work Visas
- New Citizens
- Black Lives Matter Chapters
- Lesbian, Gay, Bisexual, Transgender, Queer, Asexual, Intersex + (LGBTQAI+)
- Seniors
- Youth
- Individuals with Disabilities
- Individuals without Broadband Access
- Individuals who were Formerly Incarcerated



There is no power for change greater
than a community discovering what it
cares about.

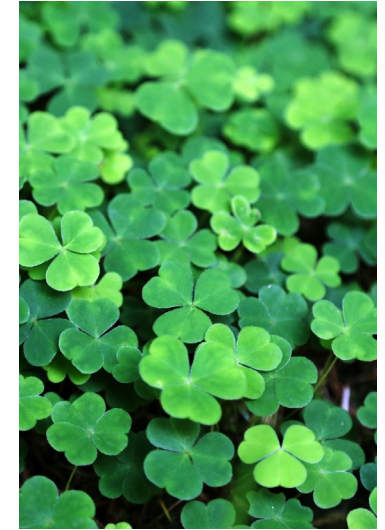
- Margaret J. Wheatley

Summary

For this project to succeed, community outreach and engagement must guide the process along its entirety. Your voice matters. NCO, CCRP & AEDC are partnering together to identify and evaluate a pathway for planning the process for receiving feedback about CERF. Our goals are to help spread the word about the CERF initiative, encourage participation, facilitate input throughout the planning process, and identify engagement formats that will appeal to diverse audiences, including immigrant workers, non-native English speakers, communities of color, members of Native American Tribes, youth, elders, and people with disabilities. Modifications to this plan are anticipated as we respond to what we hear from communities, partners, and stakeholders.

The Goals of the Community Outreach & Engagement Plan:

- **Prioritize Audiences from Target Populations**
- **Language Accessibility**
- **Build Community Outreach & Engagement Team**
- **Form Outreach & Engagement Advisory Committee**
- **Enhance Engagement Strategies**





Radhika Misri

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Redwood Region Rise

Check out the Website
Below:

[Welcome to Redwood
Region RISE \(Resilient
Inclusive Sustainable
Economy\) | California
Center for Rural Policy
\(humboldt.edu\)](#)

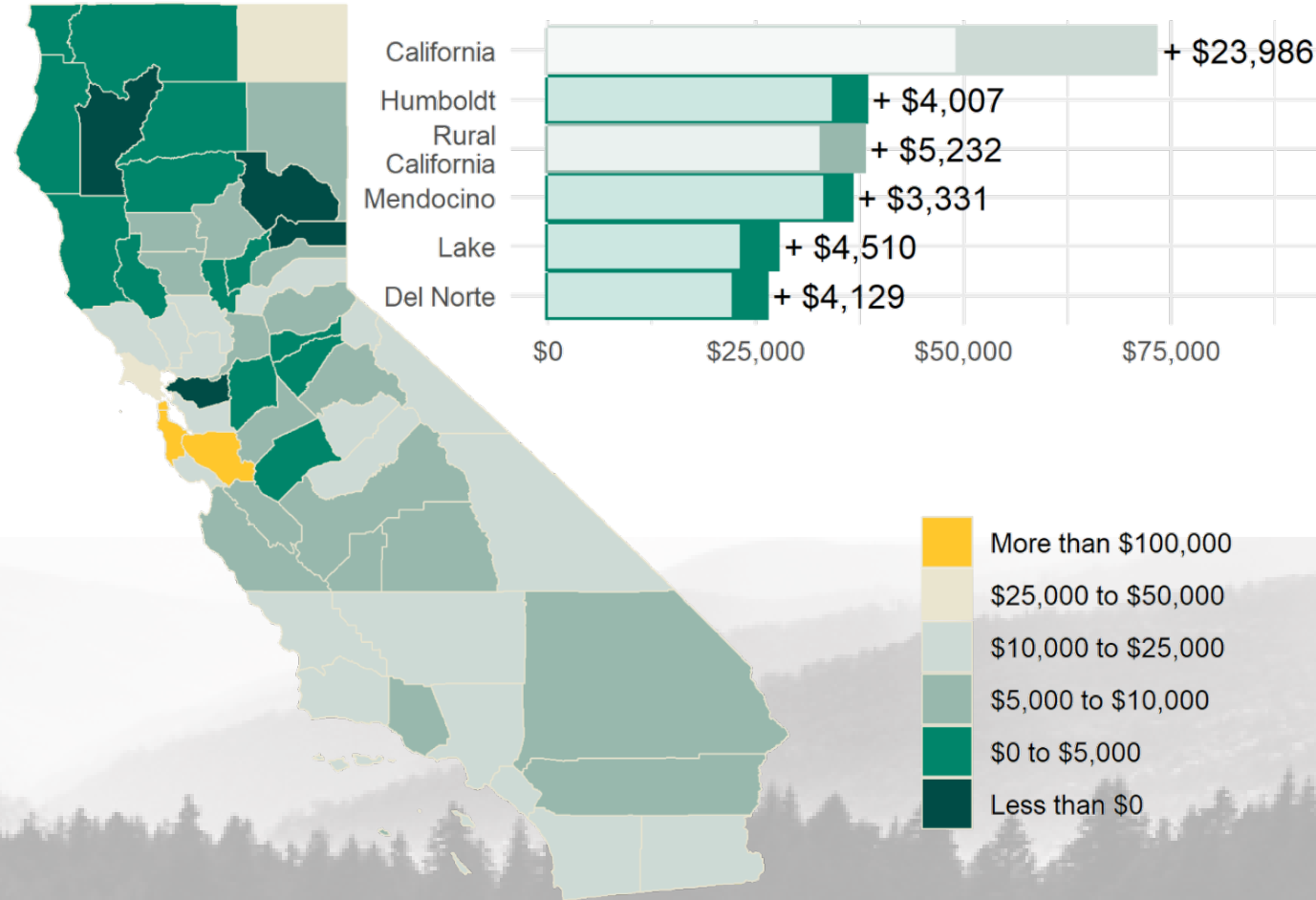
Thank you

**Questions?
Comments?**

Objectives

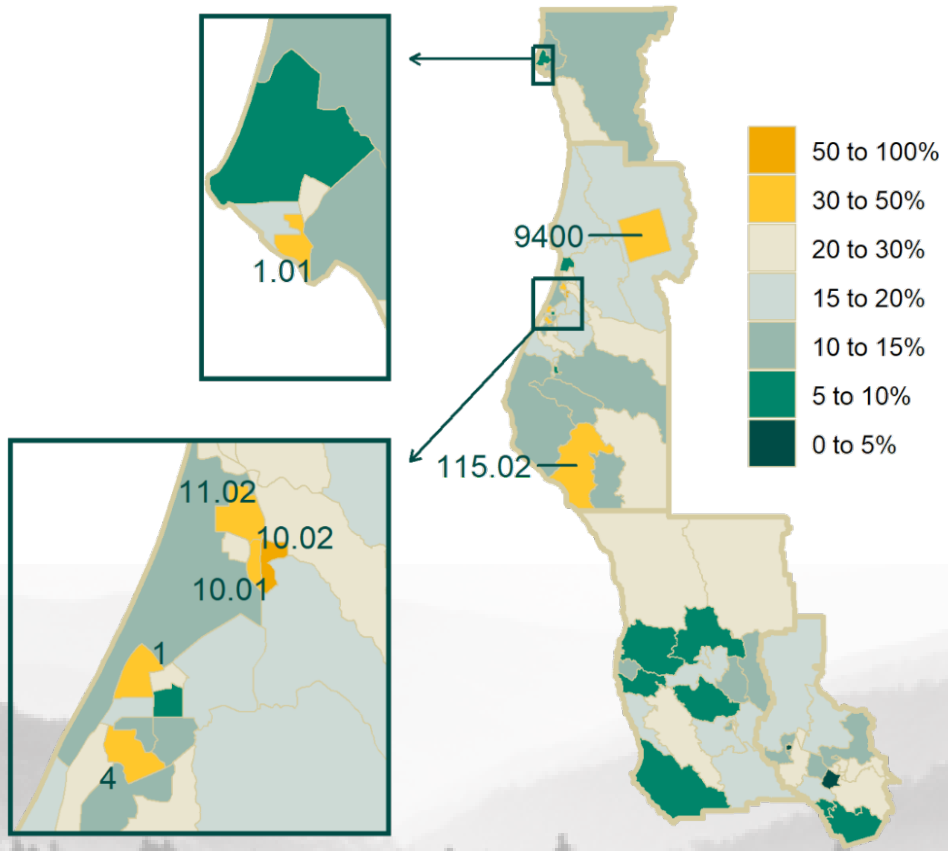
1. Our Homework from the State:
 - “Review inequities in economic development across the region”
 - “Explore economic well-being and cost of living across the region.”
 - “Define disinvested communities”.
2. Three Takeaways
3. Some Good News
4. “Disinvested” Communities

Change in Per Capita Economic Output from 2001 to 2021

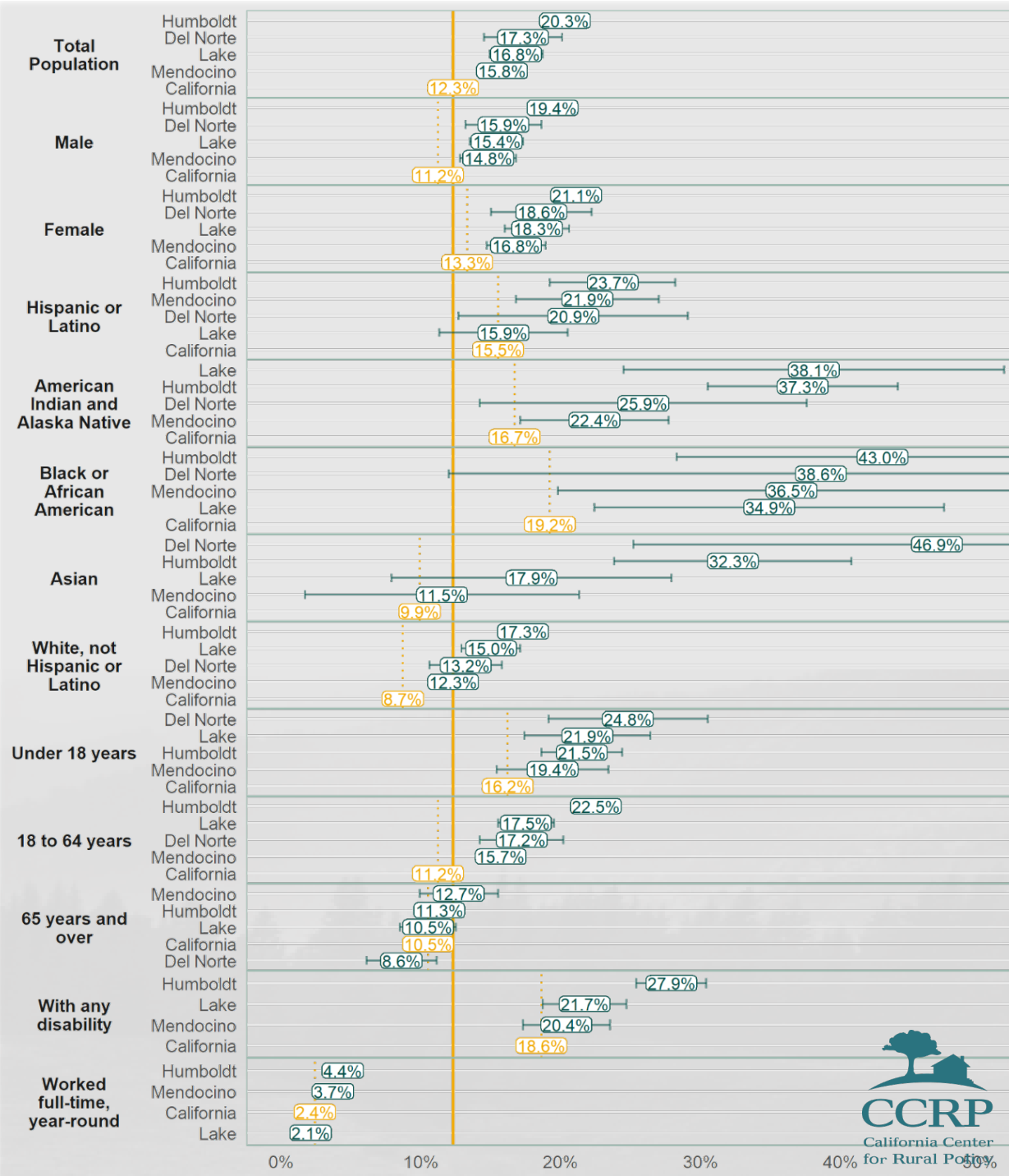


Population estimates for 2021 and 2001 were sourced from the California Department of Finance, Table E -2. Values represent real gross domestic product divided by the population estimates for 2001 and 2021. Data are in 2012 dollars. Rural California counties are defined as counties with an Index of Relative Rurality greater than 0.5. No counties experienced growth between \$50,000 and \$100,000.

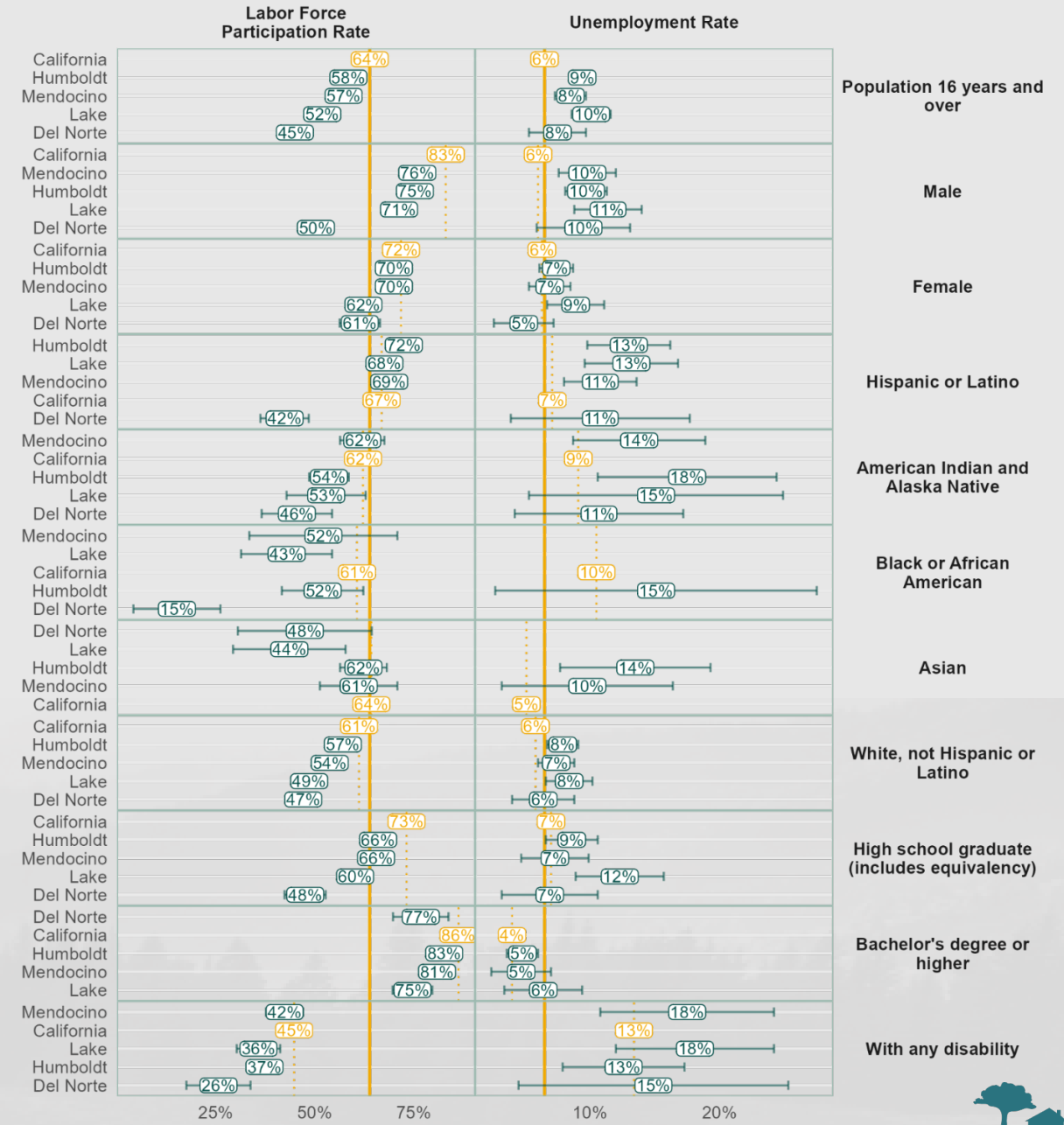
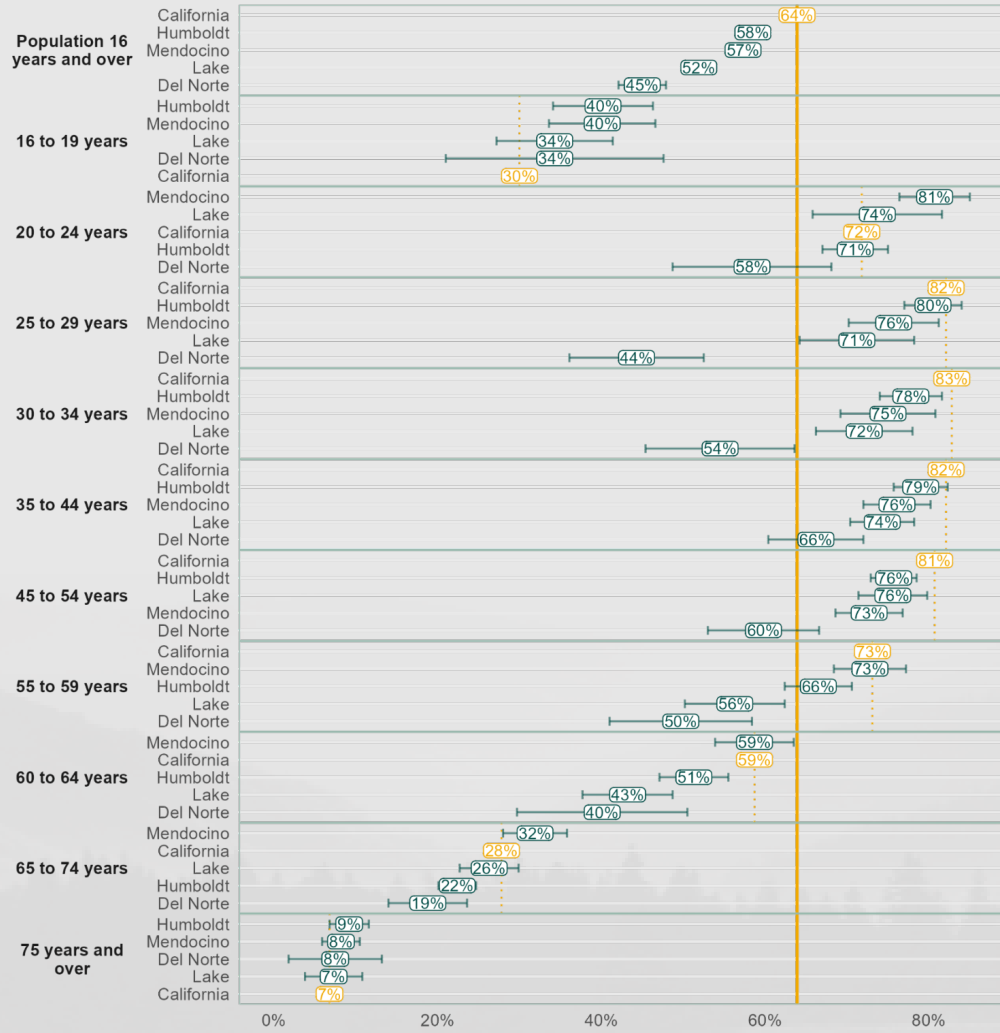
Poverty Rates



Data sourced from ACS five year estimates (2017 - 2021), Tables S1701 and S1703. Del Norte data for Table S1703 and poverty rates by disability and full-time employed are not available. "Worked full-time year-round" applies to the population aged 16 to 64.



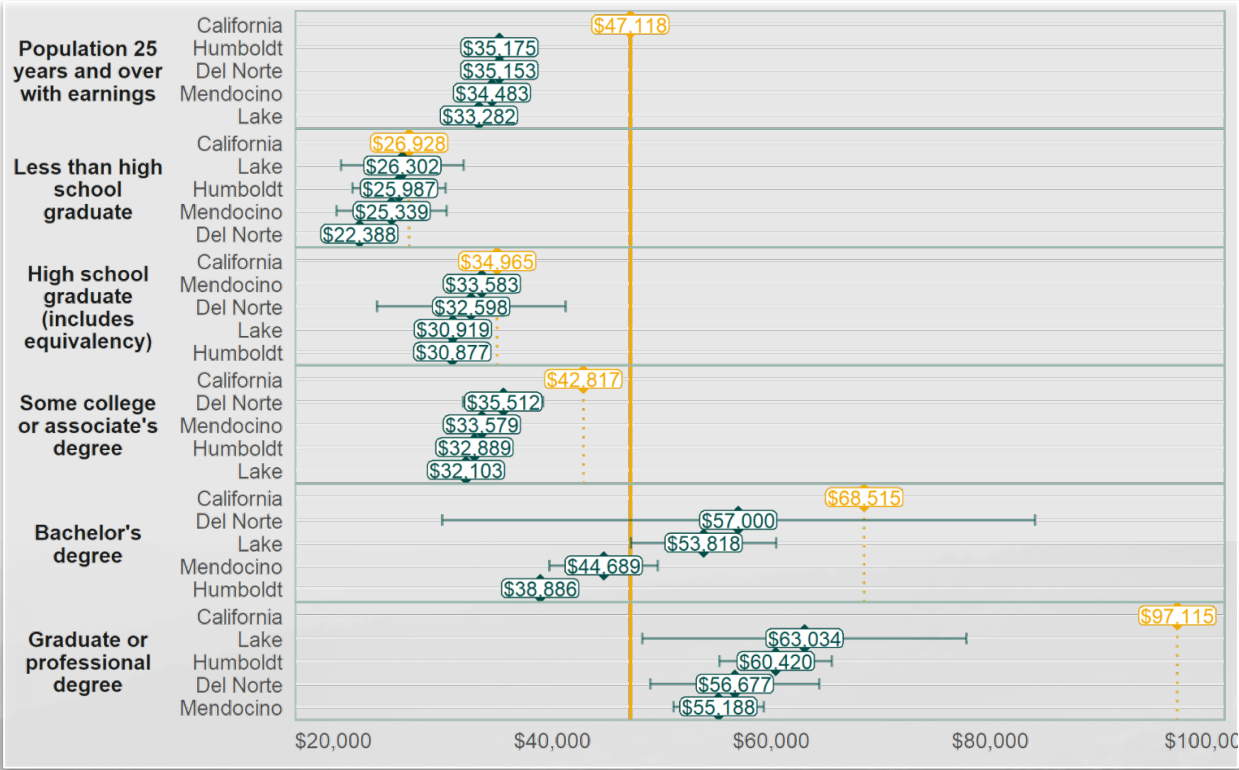
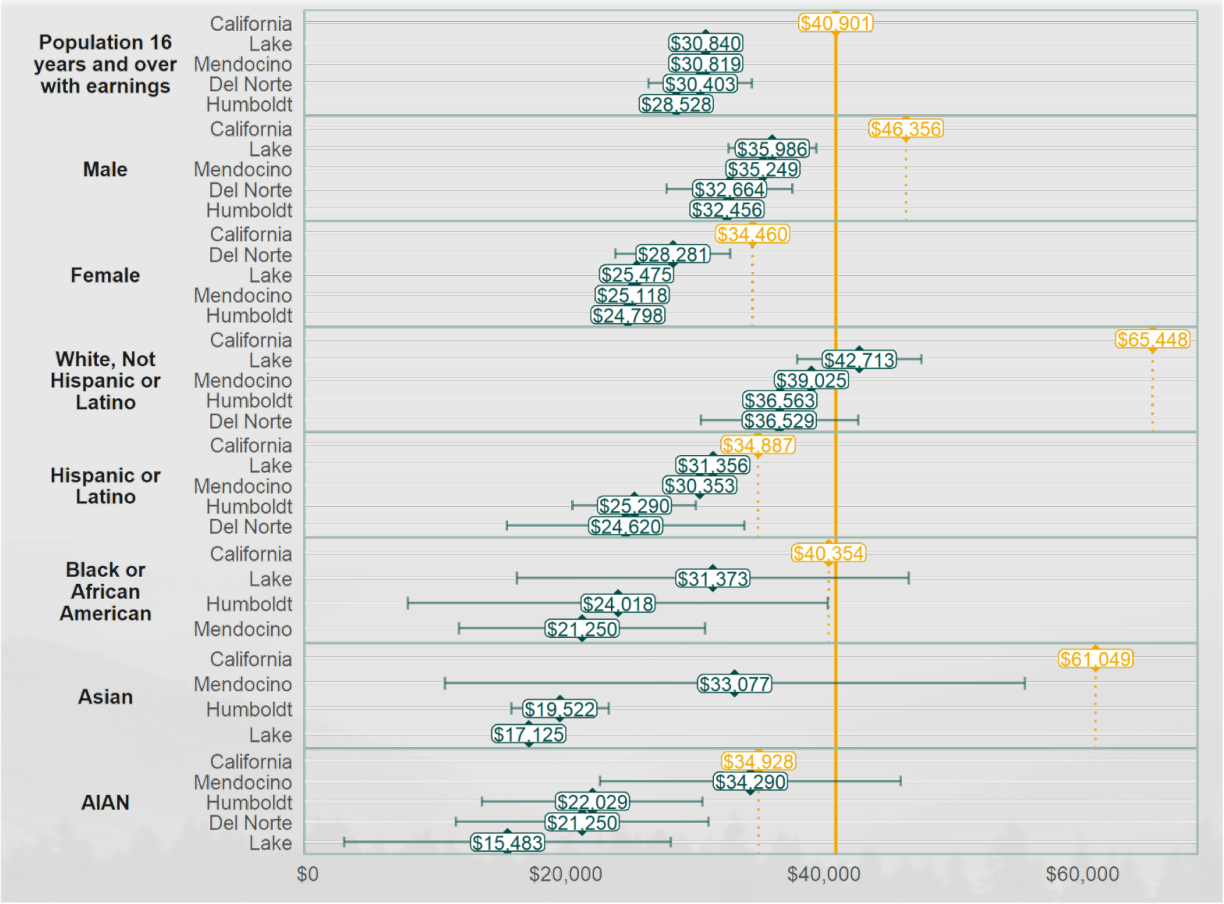
Labor Market Participation



Data sourced from ACS five year estimates (2017 - 2021), Tables S1701 and S1703. Del Norte data for Table S1703 and poverty rates by disability and full-time employed are not available. "Worked full-time year-round" applies to the population aged 16 to 64.

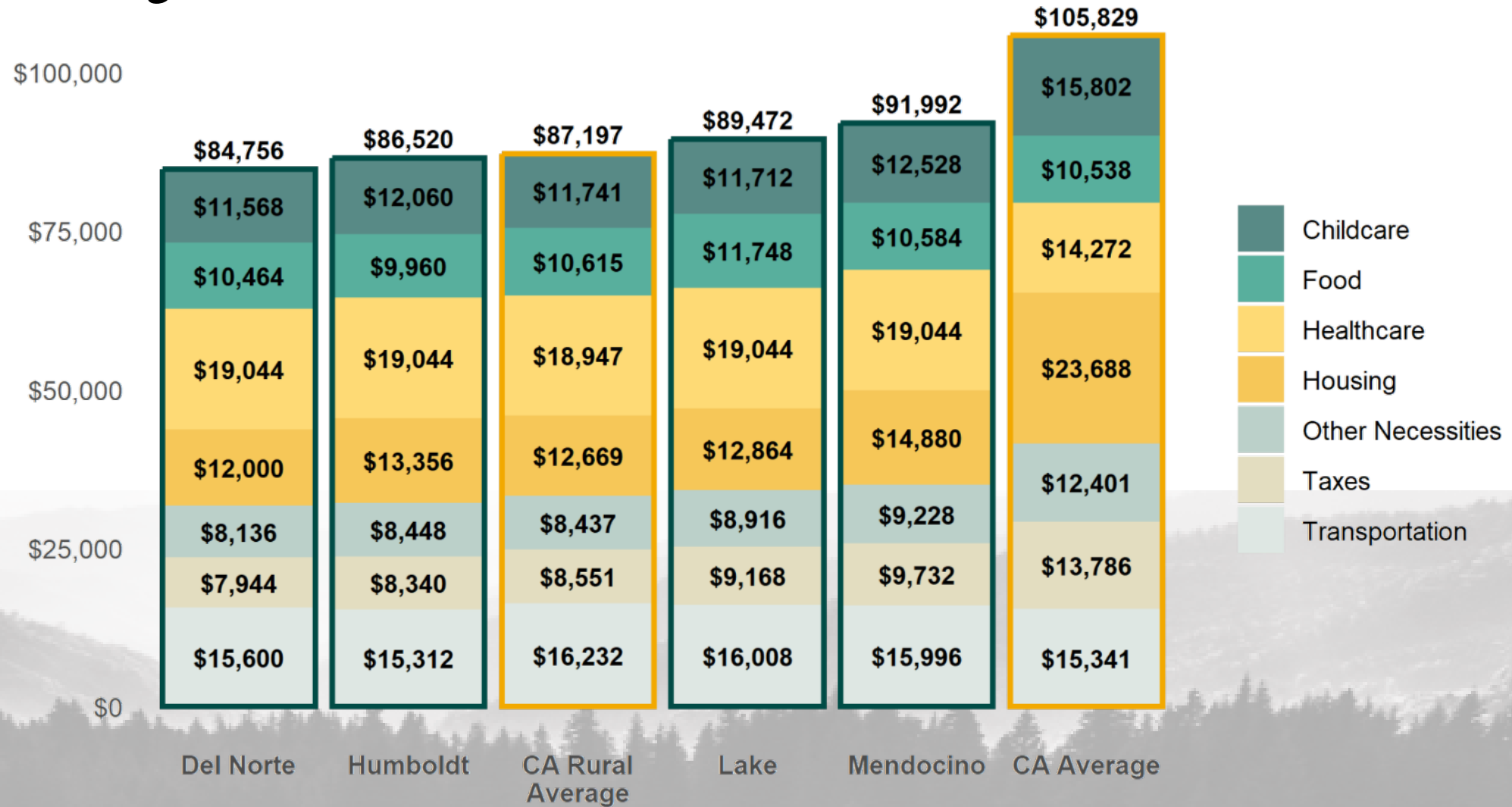


Median Earnings



Data sourced from the 2021 ACS 5 year estimates, Tables B20017B - I and S2001. Data values with confidence intervals that include zero are excluded from the visualization.

Cost of Living



Cost of living data sourced from Economic Policy Institute's Family Budget Calculator. California averages were calculated as a population-weighted average of the county-level data using American Community Survey population five year estimates (2017 - 2021). We defined California rural counties as counties with an Index of Relative Rurality greater than 0.5.

Takeaways

1. Prime age (25 - 54) labor force participation is significantly lower than the state average in the RCR.
2. Economic challenges are broad, but certain groups are particularly impacted by poverty and/or labor market disenfranchisement including, but not limited to;
 - People with disabilities
 - Non-white individuals
 - Women
 - Youth under 18
3. The cost of living in the region is lower than the state, but still very high. Healthcare costs are much higher than the state average.
4. The GOOD NEWS: Youth in the region have demonstrated a willingness to participate in labor force at rates consistent with state average or **significantly higher**.

STATE'S DEFINITION OF DISINVESTED

- Most of the Redwood Coast Region meets the *state's definition* of disinvested, plus other limitations.
- The state has given us the opportunity to form our own definition based on the unique needs of the region.
- The state requires that we include people from “disinvested communities” in the governing structure. Therefore, the definition needs to allow us to identify whether someone is from a “disinvested community”.



DISINVESTED COMMUNITY

The definition of a “disinvested”
community for our region is

*(Discuss in breakout groups for the next
10 minutes)*



Cal Poly
Humboldt.



Save the date!

Wednesday, May 24th

11:00 a.m.-12:30 p.m.

Please feel free to contact us with any questions or concerns:

ccrp@humboldt.edu