



Redwood Region  
**RISE**

**NORTH  
EDGE**  
Business Financing &  
Community Development

  
**CCRP**  
California Center  
for Rural Policy

Cal Poly  
**Humboldt.**

**November 21, 2024**

**Redwood Region RISE (Resilient Inclusive Sustainable Economy)  
Quarterly Collaborative Meeting (Zoom)**

*Learn More: [bit.ly/Redwood-RISE](https://bit.ly/Redwood-RISE)*

# Welcome Everyone / ¡Bienvenidos todos!



You have arrived at the first **Quarterly Collaborative Meeting of Redwood Region RISE.**

Please introduce yourself in the chat—name, affiliation (if applicable) and where you are zooming in from: <https://native-land.ca/>

*Icebreaker:*  
**What is your favorite indoor fall activity?**  
**Stay safe out there!**  
*Let us know in the comments!*

# Land Acknowledgement



**Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:**

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Mattole; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Indian Tribes; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe; Yokayo Rancheria.

We make this land acknowledgement in recognition that our words must be matched by action and approach.

Learn more: ["What Good Is a Land Acknowledgment?"](#)

# Housekeeping Notes/Announcements

***Reminder:** This meeting is our check-in space to get updates and progress reports of RRRISE and California Jobs First. The work happens at the Tables!*

- **Welcome (Back)!**
- **Convening Team** 🖐️
- **Spanish Interpretations** are available
- Speak at a **manageable pace**  
→ *and let us know if we aren't!*
- **Questions in chat**  
→ *we gather & answer your questions*
- Please **mute your microphone**
- **[Regional Roadmap Public Comment](#)** (living document): Open until December 1, 2024



# Agenda

## Goals for today:

- Walk through the Catalyst Projects RFP released on Monday
- Learn about the work of Sector Investment Coordinators, key roles in Implementation

11:00-11:05	<b>Welcome (Back)</b>
11:05-11:15	<b>Implementation Phase</b> <ul style="list-style-type: none"><li>● RRRISE Leadership Updates</li><li>● RRRISE Timeline, Meeting Cadence &amp; Benchmarks<ul style="list-style-type: none"><li>○ Save the Date: February 27-28 In-Person Meeting</li></ul></li><li>● Resources during Implementation<ul style="list-style-type: none"><li>○ <a href="#">Online Partner Directory</a></li></ul></li></ul>
11:15-11:30	<b>Collaborative Bodies - First Implementation Phase Report Out:</b> <ul style="list-style-type: none"><li>● Voting Members</li><li>● Equity Council</li><li>● Tribal Table</li><li>● Economic Development Finance (EDF) Working Group</li></ul>
11:30-12:15	<b>Request for Proposal (RFP): Catalyst Projects</b> <ul style="list-style-type: none"><li>● RFP Application Process, Timeline</li><li>● Technical Assistance &amp; Resources</li><li>● Scoring Rubric Process<ul style="list-style-type: none"><li>○ Call for Scorers</li></ul></li><li>● Q&amp;A</li></ul>
12:15-12:20	<b>Regional Plan Part 2 → Next Steps</b> <ul style="list-style-type: none"><li>● Regional Plan Part 2<ul style="list-style-type: none"><li>○ State Blueprint 2025-2035<ul style="list-style-type: none"><li>■ Defend   Accelerate   Bet</li><li>■ Enable</li></ul></li><li>○ RRRISE Activation Plans</li></ul></li></ul>
12:20-12:25	<b>Sector Investment Coordinators: Introducing Activation Plans</b> <ul style="list-style-type: none"><li>● Reintroducing</li><li>● Activation Plans &amp; Sector Table convening</li></ul>
12:25-12:30	<b>Recap of Agreements &amp; Next Steps</b>

# Implementation Phase

- **RRRISE Leadership Updates**

- Big thank you to North Coast Opportunities and True North Organizing Network for their Outreach efforts during Planning
- Implementation → from \$5 million to \$2 million: Moving to action–deepening our Collaboration and resourcing our strategies, focusing on sectors → Collective Impact Model

- **RRRISE Meeting Cadence**

- Quarterly Collaborative Meetings: alternating Zoom and In-Person
- Save the Date: February 27-28, 2025 (Location TBD, hotel & travel included)
- Governing Bodies: meeting quarterly as well
- Monthly Leadership Team Meeting

- **Resources during Implementation**

- [Online Partner Directory](#)
- More to follow over the next few months!

# Collaborative Bodies: First Implementation Report Out

- **Voting Members**

- Co-Chairs for this quarter: Nicole Flora and Stacey Caico

- **Equity Council**

- Co-Chairs Maria Dahlin and Thomas Nicholson Stratton, facilitator Lulu Mickelson

- **Tribal Table**

- Welcome facilitators Joe Davis and team (Northern California Indian Development Council, NCIDC)

- **Economic Development Finance (EDF) Working Group**

- Chair Susan Seaman (North Edge Financing), facilitators Regional Government Services (RGS)

# Request for Proposal (RFP): Catalyst Projects

- **We finally(!) launched our Catalyst Pre-development Funds Request for Proposal**—thanks everyone for bearing with us!
- **RRRISE's Catalyst Fund will invest \$9 million in pre-development activities** to prepare projects in the Redwood Region that are aligned with RRRISE's values and [Regional Roadmap strategies](#).
- **Application Deadline:** Wednesday, January 15, 2025, at 5:00 p.m.
- **Electronic form, fillable PDF, and hard copy submissions** are all accepted. Hard copies should be sent to CCRP.
- Applicants will be asked to complete a **voluntary Pre-Application Questionnaire**.



# Request for Proposal (RFP): Catalyst Projects

## Types of projects sought

→ **Pre development stage projects: this may be exploratory or last mile (see RFP - page 5)**

- **Innovation & Value Chain Infrastructure:** Projects address gaps in an industry that create barriers to growth, thriving jobs, and equity.
- **Entrepreneurship and Access to Capital:** Projects that help small businesses grow to the next level of success.
- **Social Infrastructure:** Projects that remove barriers and support access to economic and workforce opportunities for communities historically excluded from economic well-being and opportunity, and economic development decision-making.
- **Workforce Development:** Projects that support workforce training and/or supportive services that help workers access good jobs.

# Request for Proposal (RFP): Application Process



- **Applicants will answer project narrative questions on:**
  - A description of the project
  - How success will be measured
  - Who will benefit from the project
  - Description of a work plan
  - Risks and barriers to the project
  - How the project will center equity
  - Connection between project and RRRISE goals (**if not addressed previously**)
- The application will require a Budget, Budget Narrative, and a list of Project Team Leads as PDF attachments. Applicants can submit an **optional** work/business plan.

*If you've previously submitted to the Redwood Region RISE Project Inventory, email [rc411@humboldt.edu](mailto:rc411@humboldt.edu) with your project name and contact to receive a copy you can transfer into your Catalyst Fund Application.*

# Request for Proposal (RFP): Scoring Elements

- **Alignment with Sectors:**

Projects that fall in one of the RRRISE industry sectors will be evaluated and scored based on their alignment with the sector's strategies.

- **Balanced Investments:**

The RRRISE Voting Block will strive to approve a portfolio of projects that balance:

- Industry sectors
- Geographies (regional, Tribal Lands, and county-level)
- Pre-development stages of readiness (exploratory and last-mile)

# Request for Proposal (RFP): Scoring Elements (2)

- **Alignment with funding priority areas**, including:
  - Projects that include substantial or direct participation from industry leaders and employers in industry sectors
  - Projects that build capacity for organizations that serve priority communities, organizations that are led by priority communities, and that substantially benefit priority communities
- Projects that are led by a Tribal Nation (whether federally recognized or not), Tribal-led and serving organizations, and/or consortiums of Tribes whose ancestral and present-day lands are in the Redwood Region.

# Request for Proposal (RFP): Scoring Rubric



→ Catalyst applicants will be evaluated using a Scoring Rubric developed by the Equity Council and Voting Members:

## 1. Feasibility and Budget Criteria:

- Verifies project location, allowable uses of funds, and partner capabilities
- Ensures complete proposal with key components
- Requires budget detail and feasible financial projections

## 2. Scored Evaluation Criteria (0-4 points):

- **Equity:** Focuses on benefiting and empowering priority communities
- **Economic Development:** Creates living wage jobs, career pathways
- **Environmental:** Minimizes pollution, supports climate goals
- **Extra Point Opportunities:** Priority community leadership, partnerships, landscape and ecosystem health, drive innovation, advance multiple regional priorities, promote entrepreneurship, improve regional resilience

# Request for Proposal (RFP): Catalyst Application Timeline



<b>Catalyst Pre-development Funds Request for Proposal launched</b>	November 18, 2024
<b>Information Session (During RRRISE Quarterly Collaborative Meeting)</b>	Today! (November 21, 2024, 11:00 a.m.-12:30 p.m.)
<b>Drop-in Question &amp; Answer Sessions for applicants</b>	<ul style="list-style-type: none"><li>• December 5, 2024, 12:00-1:00pm</li><li>• January 6, 2025, 12:00-1:00pm</li></ul>
<b>Technical Assistance</b>	Available December 1- January 13, 2025
<b>Applications due by 5:00 pm</b>	January 15, 2025

# Request for Proposal (RFP): Award Selection



- A committee of up to 30 Project Scorers will be recruited across the Collaborative
- ↓
- Each application will be scored by at least three independent Scorers
- ↓
- The 20 highest scoring applications will be sent to the Voting Member Block
- ↓
- Finalists will be invited to participate in a short pitch session with Voting Members
- ↓
- Final decisions will be made after the RISE in-person Collaborative Meeting in the first quarter of 2025

# Request for Proposal (RFP): Call for Project Scorers!

→ Redwood Region RISE is looking for up to 30 Project Scorers that will evaluate Catalyst proposals

- Regionally balanced group of Project Scorers
- Representation from priority communities
- Aligned with RRRISE Conflict of Interest policy

→ Project Scorers will receive \$1500 for their work and receive training and technical support throughout.

→ Interested? Email us at [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)





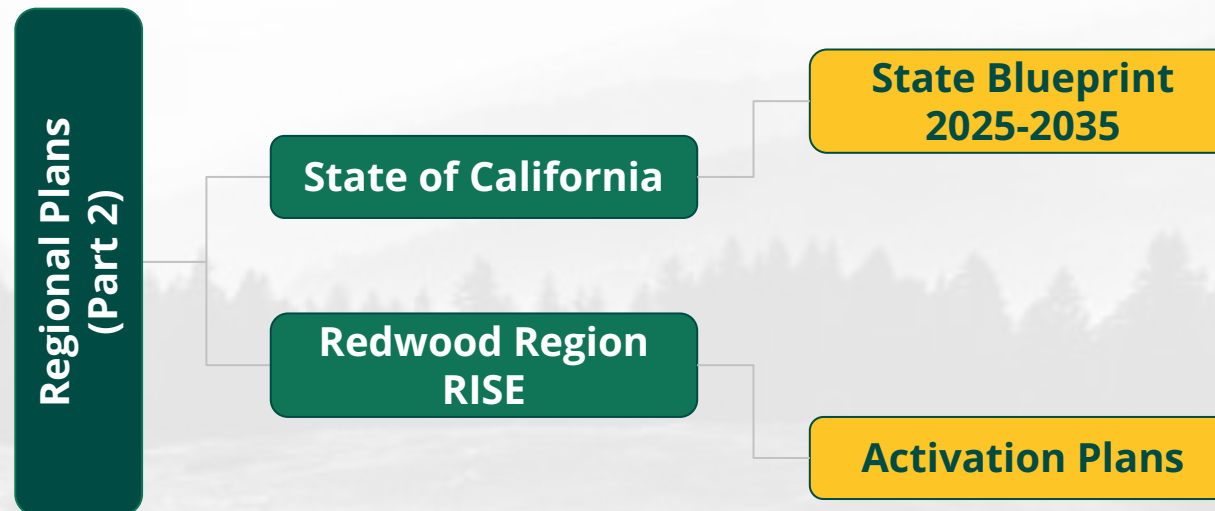
# Catalyst Pre-development RFP: Q&A



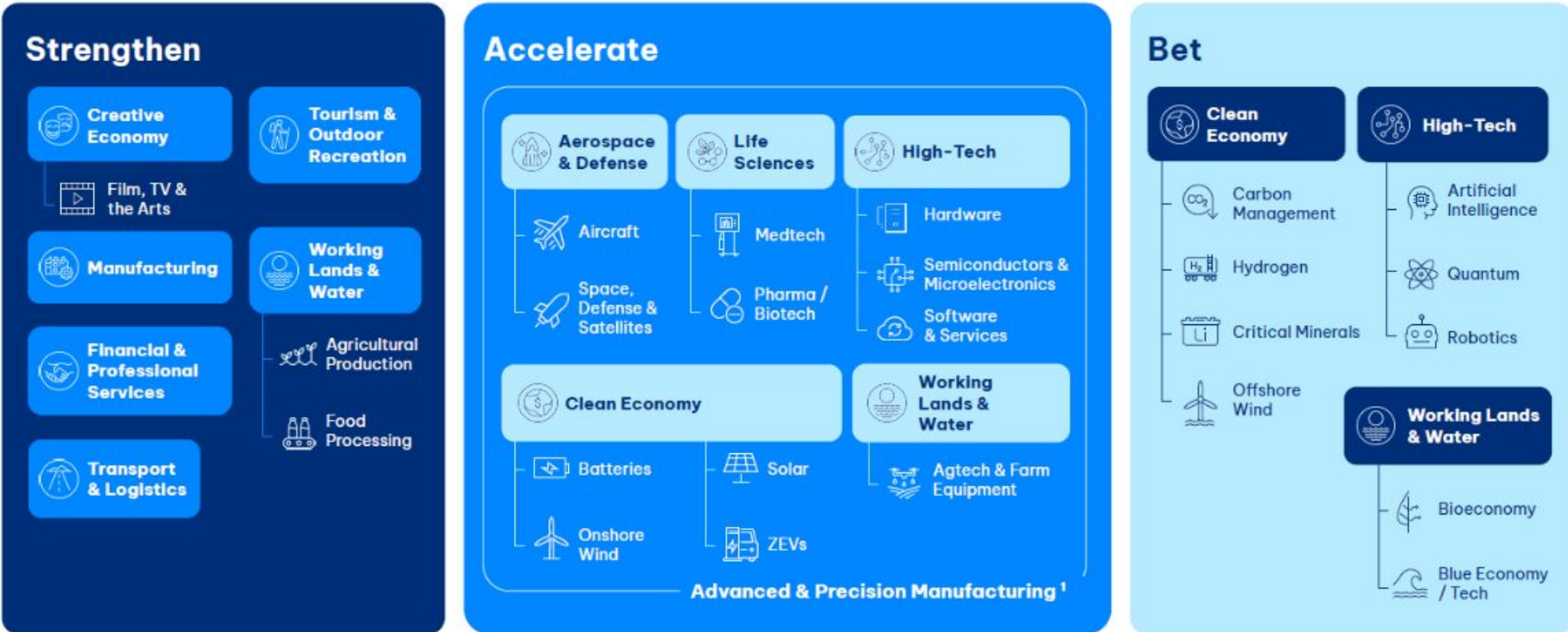
# Regional Plan Part 2 → Next Steps

## Regional Plan Part 2 (regional strategies):

- **The State is using these to create a “State Blueprint 2025-2035”**  
→ Streamline regional economic development to create family-supporting jobs, prioritizing growth in key industry sectors across the state.
- **Redwood Region RISE is using these to develop “Activation Plans”:**  
→ Operationalize our Regional Plan Part 2: how are we achieving our proposed strategies?



# Regional Plan Part 2 → State Blueprint



# Tune in today for the official announcement from Governor Newsom!

**FOR IMMEDIATE RELEASE**

Thursday, November 21, 2024

Governor's Press Office: (916) 445-4571

## **TODAY: Governor Newsom to make announcement on economy and jobs**

FRESNO – Today in Fresno County, Governor Gavin Newsom will make an announcement on job creation and bolstering California's economy.

**WHEN:** Thursday, November 21 at 1 p.m. PST

**LIVESTREAM:** CA Governor [Twitter page](#), CA Governor [Facebook page](#), CA Governor [YouTube page](#), and CA Governor [Instagram](#).



# Sector Investment Coordinators

Key to the success of Implementation are our Sector Investment Coordinators, who will work with the Sector Tables to increase investment into the region and help resource and capacitate RISE aligned projects.

- **Arts, Culture, and Tourism Sector lead:** Calder Johnson (North Coast Repertory Theatre)
- **Health and Caregiving Sector lead:** Jessica Osborne-Stafsnes (North Coast Health Improvement and Information [NCHIIN])
- **Renewable and Resilient Energy Sector lead:** Matthew Marshall (Blue Lake Rancheria)
- **Working Lands and Blue Economy lead:** Mary Anne Petrillo (West Business Center)

CCRP staff support roles to the Sector Investment Coordinators:  
*Leigh Pierre-Oetker and Devin Flynn*



# Sector Investment Coordinators (2)

- Contracts for Sector Investment Coordinators have been recently finalized and the initial phase of work has started.
- Current priorities of the Sector Investment Coordinators:
  - Developing Activation Plans
  - Reconvening sector tables

# Sector Investment Coordinators: Introducing Activation Plans



- **Objective:** Ensure we have the steps in place to achieve our proposed strategies, from building funding stacks to developing critical partnerships to identifying and creating plans to address regulatory barriers.
- **One draft Activation Plan due on January 31, 2025 to the State:**
  - **Strategy:** What are the key strategic initiatives that will help the region advance the selected sector (e.g., ensure a more accessible and sustainable talent pipeline)?
  - **Tactic:** What primary steps will the Collaborative and its partners take over the next 12-18 months to achieve the region's sector strategy (e.g., build an industry-workforce partnership)?
  - **Tasks:** What specific actions are individuals or organizations responsible for, and by when (e.g., [organization] will conduct outreach to five [5] community colleges and workforce training programs by [date])? Tasks may include new projects or refocusing existing programs, as well as day-to-day activities of different organizations.

# Sector Investment Coordinators: Introducing Activation Plans (2)

- **Activation Plans will be built off of the strategies outlined in RRRISE Regional Plan Part 2.**
- **Project Initiators can engage in this process through:**
  - **Sector Table Meetings - *convened by Sector Investment Coordinators:***
    - Arts, Culture, and Tourism
    - Health and Caregiving
    - Renewable and Resilient Energy
    - Working Lands and Blue Economy
- Any questions?



# Recap & Next Steps

- **RRRISE Regional Roadmap Public Comment** (living document): Until December 1, 2024
- **Catalyst Pre-development Funds Request for Proposal**: Until January 15, 2025
  - Lots of Technical Assistance available! Contact us at [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)
- **One *draft* Activation Plan for *one* Sector due to the State: January 31, 2025**  
(final Activation Plans for all four Sectors: June 30, 2025)
- **Save the Date for our In-person Quarterly Collaborative Meeting: **February 27-28, 2025 – Location TBD!****
  - Food, beverages, snacks included
  - Hotel accommodations included
  - Travel reimbursement available

# Join Our Next Quarterly Collaborative Meeting

Location: TBD!

*February 27-28, 2025*

Please contact us with any questions or concerns: [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)



# Sector Investment Coordinators: Introducing Activation Plans (3)

- **Tactical Workplan Template**

Strategy:			
Tactic & Overview	Task	Responsible Party	Timeline
A. <b>Purpose:</b> Description of the goal of tactic B. <b>Program design:</b> Design factors of tactic C. <b>Team:</b> Who will be leading the tactic and what partners will be involved in implementation D. <b>Costs:</b> Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources E. <b>Potential metrics:</b> Measures to assess progress toward the tactic	Task 1: Description of task (+ output if applicable)		
	Task 2: Description of task (+ output if applicable)		
	Task 3: Description of task (+ output if applicable)		