



Redwood Region  
**RISE**



Cal Poly  
**Humboldt.**

**June 27, 2025**

**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 2025, Q2 **Quarterly Collaborative Meeting** of **Redwood Region RISE's** Implementation Phase.

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

*Icebreaker:*

**What's something you do to recharge that others might find helpful?**

*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

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

- **Welcome (Back)!**
- **Convening Team** 🙌
- **Informational Meeting:** No per diems
- **Sector-focused** Collaborative meetings
- **Spanish recap** will be shared after
- Please **mute your microphone**
- **Questions in chat** (DMs to the team)  
→ *we gather & answer your questions!*
- **Know Your Rights** → Share in the chat





# RRRISE Meetings – Let's All Agree To...



- Demonstrate good manners, courtesy, and consideration.
- Let one person speak at a time and listen when they are speaking.
- Aim to stay focused on the matters at hand.
- Maintain a respectful and professional environment where disruptive or disrespectful behavior may result in suspension from participation or dismissal from the meeting.
- Uphold zero tolerance for harassment, abuse, derogatory remarks, personal insults, threats, or any form of discrimination.

# Agenda

## Goals for today:

- Health and Caregiving focus
- Sector Investment  
Coordinators: Activation Plans to achieve tangible, sector-focused results
- How are our Collaborative Bodies supporting regional implementation strategies?
- Get to know Catalyst Projects—specifically, the HEART Hub project

TIME	GOALS	PRESENTED BY
11:00–11:05	<b>Welcome (Back)!</b>	CCRP
11:05–11:25	<b>Admin Updates</b> <ul style="list-style-type: none"> <li>• Progress update: RRRISE’s key milestones in Q2 of 2025 <ul style="list-style-type: none"> <li>◦ Theory of Change, Semi-Annual Report, Projects Map</li> <li>◦ RRRISE contracting update</li> </ul> </li> <li>• RRRISE Catalyst Fund outcomes + After-Action Review process</li> <li>• State Implementation &amp; Tribal Funding Opportunities: Update</li> </ul>	CCRP
11:25–11:45	<b>Supporting our Health and Caregiving Sector</b> <ul style="list-style-type: none"> <li>• The state of health and caregiving in our region</li> <li>• The <i>strategies</i> → <i>tactics</i> → <i>tasks</i> proposed to move the needle</li> <li>• Tracking progress</li> <li>• How does the Collaborative support H&amp;C sector work</li> <li>• Technical assistance &amp; support</li> </ul>	North Coast Health Improvement and Information Network (NCHIN), Sector Investment Coordinators
11:45–12:05	<b>Collaborative Report Outs –What have we been up to and how are we supporting the H&amp;C Sector?</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>	Collaborative
12:05–12:25	<b>Catalyst Project Highlight: Meet Healthcare Education and Regional Training Hub (HEART Hub) in Lake County</b>	HEART Hub Project Leads
12:25–12:30	<ul style="list-style-type: none"> <li>• <b>Recap &amp; next steps</b></li> <li>• <u>Save The Date!</u> November 5, 2025 → In-Person Quarterly Collaborative Meeting</li> </ul>	CCRP
12:30	<b>Adjourn Meeting</b>	CCRP

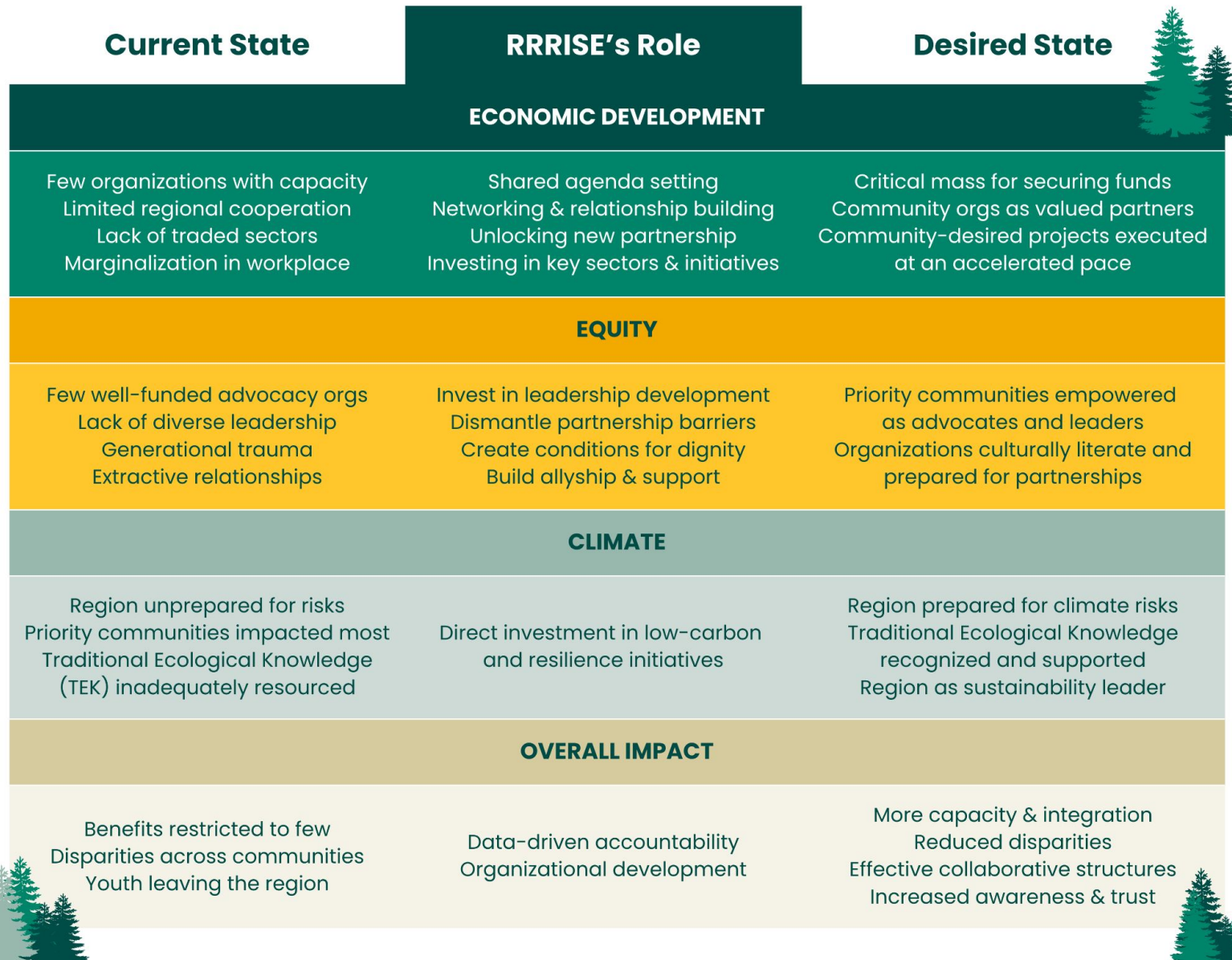
# Implementation Phase Admin Updates: Overview

- Progress update: RRRISE's key milestones in Q2 of 2025
  - **Theory of Change, Semi-Annual Report, Projects Map**
  - **Sector Activation Plans** "living documents": **submitted to the State**
  - **Brief Catalyst contracting update**
  - **[New RFP: Capacity Support and Workforce Coordinator](#)**
    - **Proposal Deadline: July 7, 5:00 p.m.**
    - *Please share widely!*
- **RRRISE Catalyst Fund outcomes:**
  - Meet our 10 Catalyst initiatives
  - After-Action Review process: What lessons can we learn?
- **State Implementation & Tribal Funding Opportunities: Updates**



# Redwood Region RISE

## Theory of Change



# RRRISE Semi-Annual Progress Report: Jan-June 2025

**Report Purpose:** Document progress through RRRISE's Theory of Change framework, showing how coordinated regional action is addressing structural challenges and advancing shared goals in Economic Development, Equity, Climate, and Overall Impact.

## Key Accomplishments (Q1&2, 2025)

- **Economic Development**

- **\$9M Catalyst Fund Awarded** – 10 initiatives (66 applications requesting ~\$57M)
- **Activation Plans Finalized** – Sector coordinators “completed” collaborative implementation guides (living documents)
- **Partnership & Resource Infrastructure** – Resource Toolkit, Partner Directory, TA

- **Equity & Climate**

- **Strengthened Governance** – Integrating equity into governance
- **Climate Investment** – Traditional Ecological Knowledge (TEK) and cross-sector climate solutions funded through Catalyst

# RRRISE Semi-Annual Progress Report: Jan-June 2025

- **Overall Impact**

- Started process to develop our Collective Impact Model: data-driven, results based accountability on shared goals with Monitoring, Evaluation, and Learning (MEL) as we go.
- Establish effective Collaborative structures (Leadership Team, revised bylaws & procedures)
- Seed promising initiatives

## Looking Ahead

- Operationalize Collective Impact Model with measurable outcomes
- Project development and capital stacking (“project pipelines”)
- Explore foundation for Collaborative sustainability beyond initial funding period

→ **RRRISE Semi-Annual Report will be released mid-July**



# Projects Map

## From spreadsheet to dynamic Projects Map

Qualifying projects are invited to be featured!

Fill out the form:

→ [forms.gle/ngeQ3Ts5jHMrclBK8](https://forms.gle/ngeQ3Ts5jHMrclBK8)

Check out the Projects Map:

→ [bit.ly/rise-projects-map](https://bit.ly/rise-projects-map)

Please note:

- *Opt-in process*
- *Not a funding application*



## Get Your Project on the Map

Showcase Your Economic Development Initiative  
in the Redwood Region:

- **Gain Visibility** – Connect with interest holders & investors
- **Find Partners** – Collaborate across the region
- **Access Support** – Technical assistance & resources

# RRRISE Catalyst Funding – Congrats to Current Awardees and Partners

Building Lives By Building Structure Hoopa 501(c)(3)  
GRID Alternatives North Coast  
Trees Foundation  
Native Health in Native Hands (NHNH)  
Northern California Indian Development Council (NCIDC)  
Cal Poly Humboldt's Indian Natural Resources Science & Engineering Program (INRSEP)  
The Mid Klamath Watershed Council (MKWC)  
Mattole Valley Community Center  
MRC's Ecosystem Restoration Program (ERP)  
Fisheries and Restoration Technical Training Program (MSG)  
Tan Oak Park Training Center (NM-ERA)  
The Tribal EcoRestoration Alliance (TERA)  
The Mattole Resilience, Education and Research Center (MRERC) (MRC)  
(SHFR) - Joint Powers Authority Project (all listed below)  
Briceland Volunteer Fire Department and Fire Protection District  
Fruitland Ridge Fire Department and Fire Protection District  
Honeydew Volunteer Fire Company Miranda Volunteer Fire Department and Community Services District  
Palo Verde Volunteer Fire Company  
Petrolia Fire Department and Fire Protection District  
Mad River Mass Timber  
Atelierjones  
Forest WRX Alliance  
Lake County RCD

University of California Division of Agriculture and Natural Resources  
GHD Engineers  
West Company  
Graham Page, AlchemyX  
Lake County Economic Development Corporation  
Adventist Health  
Hospital Council of Northern and Central California  
Lake County Economic Development Corporation  
Lake County Office of Education  
Lake County School Districts and CTE Programs: Konocti Unified School District, Lakeport Unified School District, Upper Lake Unified School District, Kelseyville Unified School District  
Lake County Tribal Health Consortium  
Mendocino Lake Adult & Career Education (MLACE)  
Mendocino-Lake Community College District  
Mendocino Office of Education  
Mother-Wise  
Partnership HealthPlan of California  
Redwood Coast K16 Educational Collaborative  
Sonoma State University  
Sutter Health  
Workforce Alliance of the North Bay  
Woodland Community College  
Middletown Rancheria of Pomo Indians of California  
Scotts Valley Energy Corporation  
Pinoleville Pomo Nation Vocational Rehabilitation Program

Shelter Cove Fire Department and Resort Improvement District  
Southern Humboldt County Technical Rescue Team  
Telegraph Ridge Fire Department and Fire Protection District  
Whale Gulch Volunteer Fire Company  
Blue Lake Rancheria  
Cloud Forest Institute (CFI)  
Hmong Association of Crescent City  
North Coast Growers' Association  
Del Norte and Tribal Lands Community Food Council  
Healianth Partners, Fawn Scheer  
Humboldt County Farm Bureau  
Ashley's Seafood  
Aquilli Metzli Masa Cooperative  
Thomas Nicholson-Stratton (Foggy Bottom Boys)  
Ruf Collective  
Partnership for Performing Arts  
Del Norte Unified School District  
Del Norte County Office of Education  
Kaos Sheep Outfit  
Fibershed  
Tribal EcoRestoration Alliance  
Scotts Valley Energy Corporation  
Pinoleville Pomo Nation Vocational Rehabilitation Program  
North Coast Opportunities  
Women with Bows, LLC  
School of Adaptive Agriculture  
WoodLab Designs  
Humboldt / Mendocino Redwood Company

# RRRISE Catalyst Fund Outcomes

## Catalyst Funding Balance:

- Geographic balance
- Tribally-led projects
- Industry-led projects
- Sector distribution
- Pre-development balance

→ [Meet our ten initiatives!](#)





# Strengthening Food Systems

- **North Coast Food System Network** (North Coast Growers' Association)
- **Hmong Meat Processing Facility** (Hmong Association of Crescent City)
- **Redwood Corridor SEEDS Network** (North Coast Opportunities)

## Key Outcomes:

- *Improved value chain infrastructure and linkages across the region, market expansion*
- *Building up entrepreneurs*

# Climate Forward Workforce and Industries

- **Connecting Local Mass Timber to Regional Housing and Building Needs** (Mad River Mass Timber [MRMT])
- **Developing a Climate Forward Workforce & Innovation Pipeline for Forest and Community Resilience** (Forest WRX Alliance)
- **Career Pathways: Fire, Forest, Fish & Facilities** (Rural Resilience Partnership)
- **Fire Lines & Fiber Bioregions: A Regional Wool Industry Cluster** (Kaos Sheep Outfit )

## Key Outcomes:

- *100s trained in natural resource and land management careers that reduce our fire risk and build the health of our landscapes.*
- *New revenue (and jobs) created from climate friendly products and expanded markets*

# Tribal Energy Sovereignty

- **Red Hills Bioenergy Facility and Central Wood Processing Plant** (Scotts Valley Energy Corporation)
- **Pinoleville Solar Port & Renewable Energy Workforce Development** (Pinoleville Pomo Nation)
- **Building Lives by Building Structure (BLBS) GRID Workforce Training Tiny Home Construction and Renewable Energy Systems** (Building Lives By Building Structure Hoopa 501(c)(3))
- **Middletown Rancheria Community RISE Project** (Middletown Rancheria of Pomo Indians of California)

## Key Outcomes:

- *Training approx 100 workers from Tribal lands in solar installation and other renewable energy and construction trades careers*
- *Improved clean energy access in Tribal communities, resilience and independence from the grid.*



# Growing our Healthcare Workforce

**Lake County Healthcare Education and Regional Training Hub (HEART Hub)** (Lake County Economic Development Corporation)

→ *more on HEART Hub later!*

# Celebrating Arts and Culture for Growth and Resilience

- **Del Norte Performing Arts and Civic Center** (Partnership for Performing Arts )
- **Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development** (Blue Lake Rancheria)
- **Middletown Rancheria RISE Project**

## Key Outcomes:

- *Creating new ways to keep traditions alive into the future*
- *Arts as a vehicle for creative placemaking and multi use civic space*

# California Jobs First Updates

- New webpage– [jobsfirst.ca.gov](http://jobsfirst.ca.gov)
- State Implementation & Tribal Funding Opportunities: Updates

## State and Policy Engagement

- RRRISE on California Stewardship Network (CSN)
- Members across our region participating in CALED – Rural Exchange coming up July 16–17 in Wheatland
- California Forward Economic Summit

# RRRISE Catalyst Fund | After-Action Review: What to Expect



**Goal:** Provide continuous improvement to the RRRISE program, including future engagement and funding opportunities. In pursuing this goal, we will:

1. **Evaluate** how well the award process and selected projects align with the goals of the Catalyst Pre-development grant (*survey, focus groups, one-on-one interviews*)
2. **Identify lessons learned** and develop a preliminary list of recommendations that can be applied to other Collaborative activities.
3. **Share the preliminary findings and recommendations** with the Executive Committee, gather their feedback, and support them in finalizing a list of policy and process recommendations that reinforce successful practices and implement targeted changes in areas that require improvement.

→ **Questions? Take a look at our [Frequently Asked Questions \(FAQ\) document](#)**



# Supporting our Health and Caregiving Sector

## Over to our Health and Caregiving Sector Investment Coordinator team:

Jessica Osborne-Stafsnes,  
Tina Schaible, and Taffy  
Stockton with North Coast  
Health Improvement &  
Information Network (NCHIIN)





# **RRRISE Health & Caregiving Sector Updates - June 27, 2025**

Tina Tvedt Schaible, Project Manager

North Coast Health Improvement and Information Network

# Implementation Phase: Role of Sector Investment Coordinators

*Support and guide innovative projects to align with funding opportunities as we collectively work to strengthen and expand our region's health and caregiving industries.*

**NCHIIN is here to collaborate  
and help ensure the  
success of  
regional initiatives.**

## NCHIIN's responsibilities as a Sector Investment Coordinator

### Outreach and Engagement

Build a robust network of engaged partners.

### Project Assessment and Viability

Develop activation plans tailored to successfully achieve sector goals.

### Leverage Funding and Grant Assistance

Help projects to access and maximize funding opportunities.

### Support Project Implementation

Provide assistance as implementation funding becomes available in 2025.

### Connective Opportunities

Facilitate collaboration within and across industry sectors.

### Develop Industries

Conduct asset mapping and offering collaborative technical assistance.



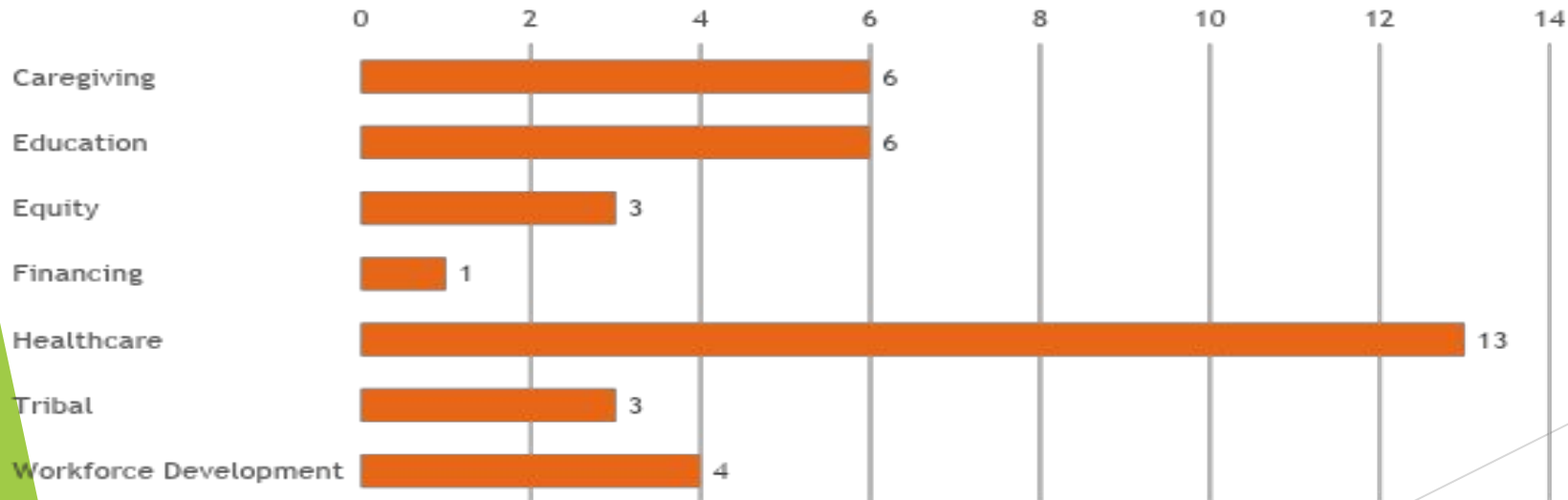
# Advisory Council

**Council Representatives by County Served**



■ Entire Region 
 ■ Del Norte 
 ■ Humboldt 
 ■ Lake 
 ■ Mendocino

**Advisory Council Reps by Type of Organization**



**Organization**

Alliance for Rural Health
Blue Lake Rancheria
CA State Council on Developmental Disabilities
Cal Poly Humboldt Health Career Hub
Changing Tides Family Services
College of the Redwoods
First 5 (Mendocino)
GoHumCo
Humboldt Workforce Coalition
Kimaw Medical Center
Lake County Economic Development Corporation
Medocino Community Health Center
Mendocino College
NCHIIN
North Coast Clinics Network
North Coast Opportunities
Open Door Community Health Clinics
Partnership Health Plan
Redwood Caregiver Resource Center
Redwood Coast K-16 Education Collaborative
Redwood Coast Regional Center
Regional Government Services Authority (RGS)
United Indian Health Services



# RISE Foundation - Theory of Change Framework

## Need

- Healthcare is Foundational to our Region's Economy
- Persistent shortages of nurses, behavioral health professionals, essential allied health workers, and healthcare providers
- Inadequate access to caregiving services

## Solutions

- Expand educational opportunities and upskill local residents for health and caregiving roles
- Investments in Infrastructure

## Outcomes

- Fuel jobs and economic growth
- Build a stronger, healthier, and more equitable Region

# Sector Needs

## Childcare Needs

- 59% report inadequate access
- Expenses account for 43% of median income

## Health Professional Shortage Areas

- Lack of Primary Care (Medical), Dental and Behavioral Health Providers

## 2022-2032 Regional Workforce Projections

- High Roads Jobs = \$27+/hr.
  - RN, LVN & Management
- Home Health & Aides

## BH Workforce Needs

- Social Service Assistants
- Marriage & Family Therapists
- Substance Use Disorder Counselors

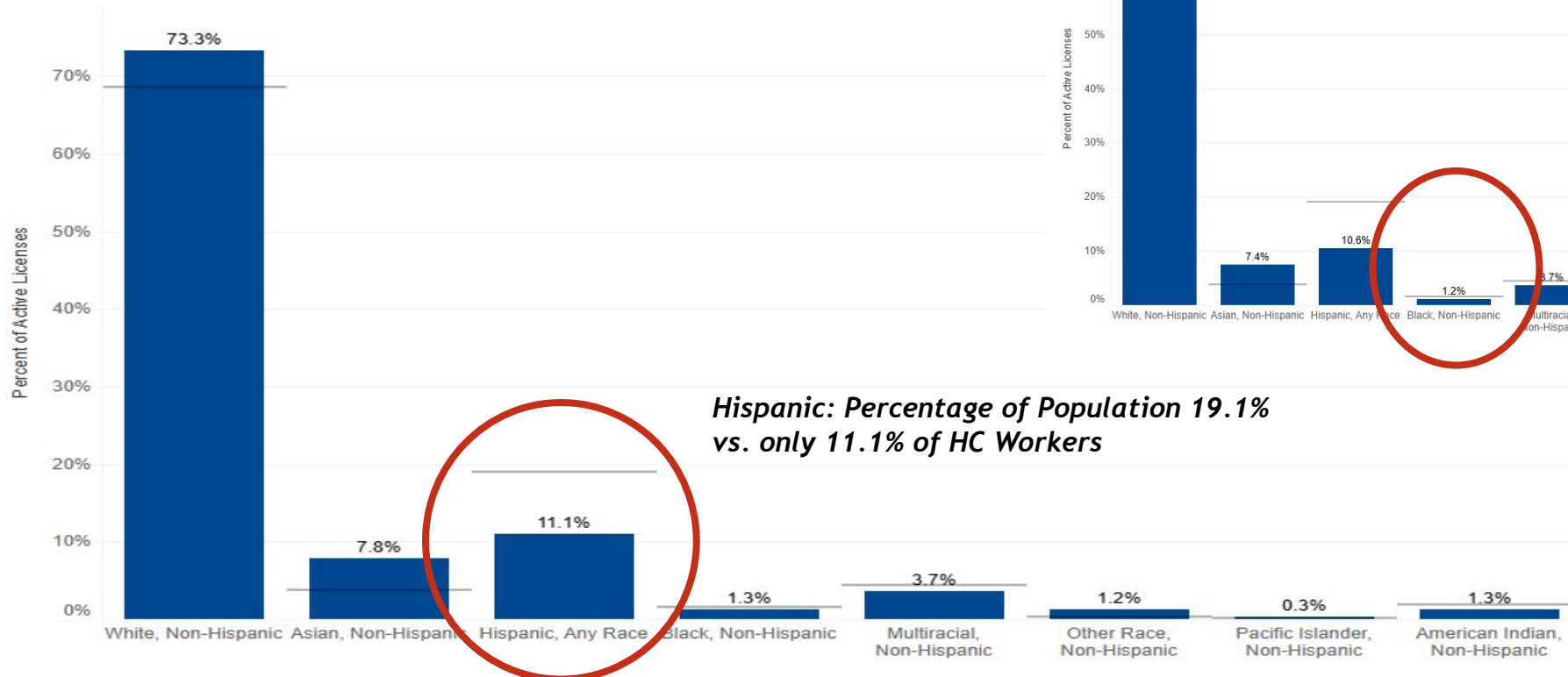
# Demographic Composition of Healthcare Workforce

Race & Ethnicity of California's Health Workforce

## Workforce vs Population

Workforce Category: (All) License Name: (All)

Race & Ethnicity  
Reference bar represents California's population



**Hispanic: Percentage of Population 19.1%  
vs. only 11.1% of HC Workers**

# Proposed Solutions

- ▶ Childcare Recommendations
- ▶ BH Workforce Development Strategies
- ▶ Current & Future Education Pathways
- ▶ Activation Plan Overview
- ▶ Key Sector Tasks - Activities



# High-Level Childcare Recommendations

## Expand Availability and Accessibility

Provide grants and tax incentives to increase the number of licensed facilities

## Engage Employers as Partners

Develop employer-sponsored childcare partnerships

## Enhance Affordability

Expand financial assistance eligibility to higher incomes

## Strengthen the Childcare Workforce

- Increase wages and benefits
- Offer tuition assistance and scholarships

## Expand Accessibility for Children with Special Needs

Fund training and facility changes

## Simplify Access to Childcare Subsidies

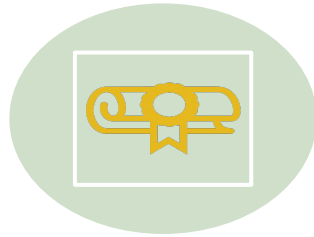
Streamline processes and raise awareness for subsidies



# BH Workforce Strategies



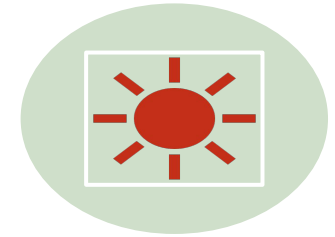
**1. KEEP PACE ON PAY WITH NEARBY COUNTIES.**



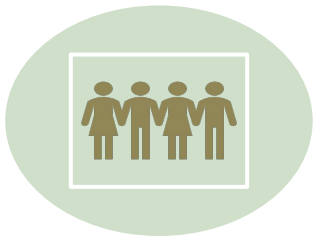
**2. INVEST \$4.75M TO ESTABLISH A BEHAVIORAL HEALTH “EARN & LEARN”**



**3. DEVELOP A JOB QUALITY ACADEMY**



**4. STAND UP A PSYCHIATRIC TECHNICIAN PROGRAM AT CR**



**5. RAISE A \$10M RENEWABLE FUND TO EXPAND THE PATH TO LICENSURE**



**6. LAUNCH A COMMUNITY PSYCHIATRY MENTAL HEALTH NP FELLOWSHIP**



**7. PILOT NEW CARE MODELS - INTEGRATED TEAMS & OPTIMIZATION**



**8. DEVELOP AN RN APPRENTICESHIP FOR INCUMBENT HEALTHCARE WORKERS.**

# Support for BH Workforce Launching July 2025

- Medi-Cal Behavioral Health Residency Training Program

Up to \$250,000 to residency and fellowship programs *per new training position annually*

- Medi-Cal Behavioral Health Student Loan Repayment

Eligible behavioral health practitioners can receive up to \$240,000 in loan repayment with commitment to a multi-year service obligation.

Eligible Sites: Medi-Cal Safety Net Settings (FQHC, CMHC, RHC and select Medi-Cal contracted hospitals

Visit the [MBH-RTP website](#)

# Current Pathways & Educational Offerings

<u>K-12</u>	<u>Adult Education</u>	<u>College of the Redwoods</u>	<u>Mendocino College</u>	<u>CalPoly-Humboldt</u>
Health Exploration Summer Institute (HESI)	CR - Medical Assisting	Registered Nurse	Registered Nurse	Bachelor of Science in Nursing (BSN)
Health Career Exploration Project (HCEP) - Humboldt Bay Area	MLACE - Certificates DA, CNA, EMT, Phlb, MA	Medical Assistants	Physical Therapy Assistant	Medical & Health Services Manager - Business Admin
Del Norte Health Occupations Program (HOSA Chapter)	MLACE - ESL Tutoring for CNA & MA	Addiction Studies	Addiction Studies	Social Work
MCOE-Free Summer CNA program for high school	MLACE - LVN (Ukiah)	Psychology	Psychology	Psychology: School Psych & Counseling Psych
MCOE-Medical Assistant	Pre-Req for PTA	Phlebotomist	Allied Health	Social Work-Healthcare
MCOE-Phlebotomy	Pre-Req for LVN & RN	Medical Records	Child Development	Child Development
MCOE-Dental Assisting		Early Childhood Ed - Preschool Teacher	Early Childhood Ed - Preschool Teacher	UC Davis School of Medicine - Avenue M
<i>CalPoly Dual Enrollment (pilot 2025-26 in Humboldt &amp; Del Norte)</i>		LVN	Health Sciences	
Health Pathways CTE @ McKinleyville, Ferndale, Ukiah, & Willits		LVN to RN Career Ladder	LVN to RN Career Ladder	
		Social Work		
		Paramedic		
		Dental Assistant		



# Planned Education & Pathways Programs

<b><u>Office of Education (High School)</u></b>	<b><u>College of the Redwoods</u></b>	<b><u>CalPoly-Humboldt</u></b>
<b><i>Golden State Funds Launching Healthcare Pathways</i></b>	<b><i>Psychiatric Technology Certificate - Projected Start 8/2026</i></b>	<b><i>Health &amp; Medical Sciences BS - Projected Start 8/2026</i></b>
<ol style="list-style-type: none"> <li><i>Pacific View (Humboldt)</i></li> <li><i>Southern Humboldt</i></li> <li><i>Clearlake</i></li> <li><i>Natural</i></li> <li><i>Lakeport</i></li> <li><i>Middletown</i></li> <li><i>Lake Co Office of Ed</i></li> <li><i>Willits Charter</i></li> <li><i>San Hedrin (Mendo)</i></li> </ol>	<b><i>Radiologic Technology- Projected start 8/2028-29</i></b>	<b><i>Community Health BA - Projected Start 8/2026 (plus CHW &amp; CHES Cert. through Extended Ed)</i></b>
<b><i>Golden State Funds Launching Patient Care Pathways</i></b>	<b><i>Healthcare Navigation/Patient Care Coordination - Projected Start 8/2028-29</i></b>	<b><i>Speech-Language Pathologists- Projected Start 8/2028 or 2029</i></b>
<ol style="list-style-type: none"> <li><i>Ukiah Independent High</i></li> <li><i>Ukiah S. Valley Contin.</i></li> <li><i>Round Valley HS</i></li> </ol>	<b><i>Surgical Technology, AS - Projected Start 8/2028-29</i></b>	<b><i>Master of Science in Nursing- Projected Start 8/2028 (potentially on hold)</i></b>
	<b><i>Respiratory Technology, AS - Projected Start 8/2028-29</i></b>	<b><i>RN to MSN - dual degree (in development)</i></b>
		<b><i>Lake Erie College of Osteopathic Medicine (LECOM) - Early Acceptance Program</i></b>

# Activation Plan Overview

Activation Plans are project management tools for California Jobs First Collaboratives to operationalize the goals of their Regional Plan Part 2 during the next 12-18 months.

## Strategy

Key strategic initiatives that will help advance priority sectors



## Tactic

Primary steps partners will take over the next 12-18 months to achieve that sector strategy

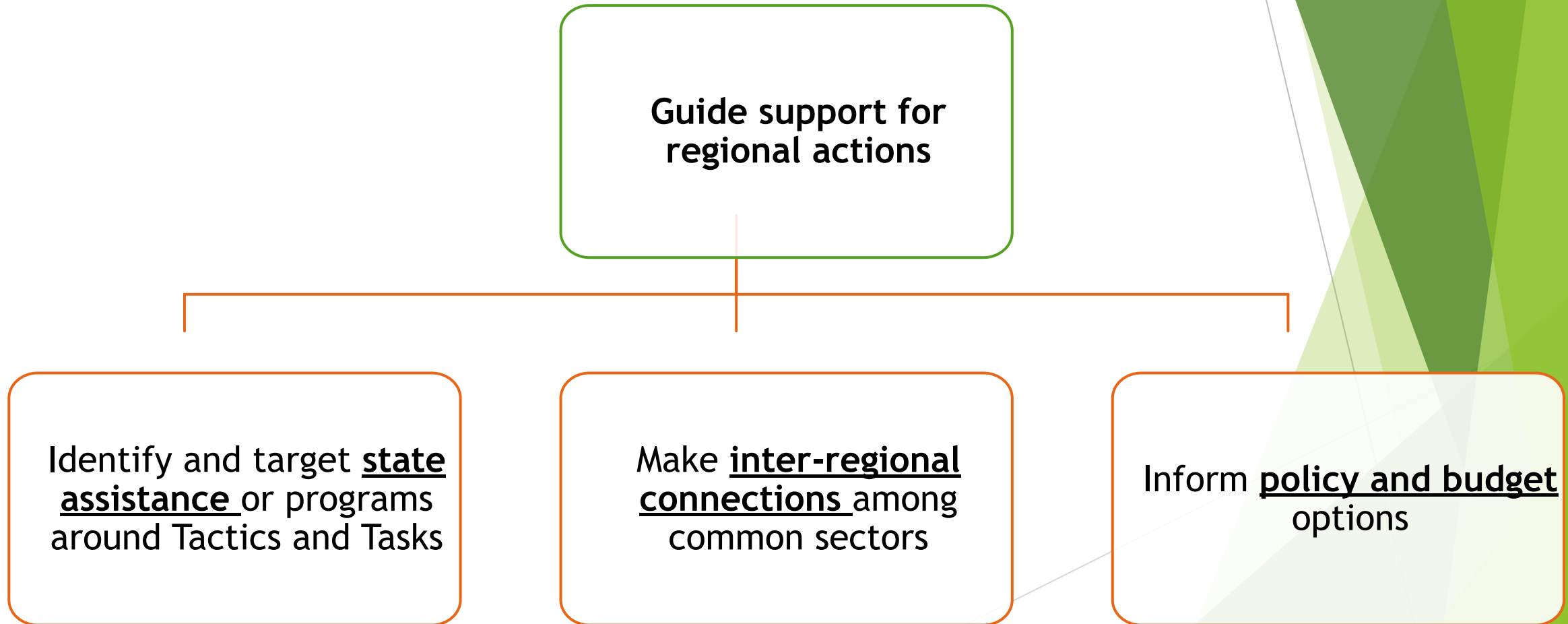


## Task

Actions individuals or organizations be responsible for and by when

The Activation Plan was developed with input from our Regional Sector Advisory Council and key stakeholder organizations, including the RRRISE Governing Bodies.

# State's Use of Activation Plans



# Activation Plan

## Input & Feedback Gathered

- ▶ The current Activation Plan includes:

Strategies and  
Tactics from  
Strategic Plan  
Part 2

Input gathered  
during our  
March 2025  
Meeting

One-on-one  
meetings &  
email dialog

Responses  
from the May  
2025 Online  
Survey

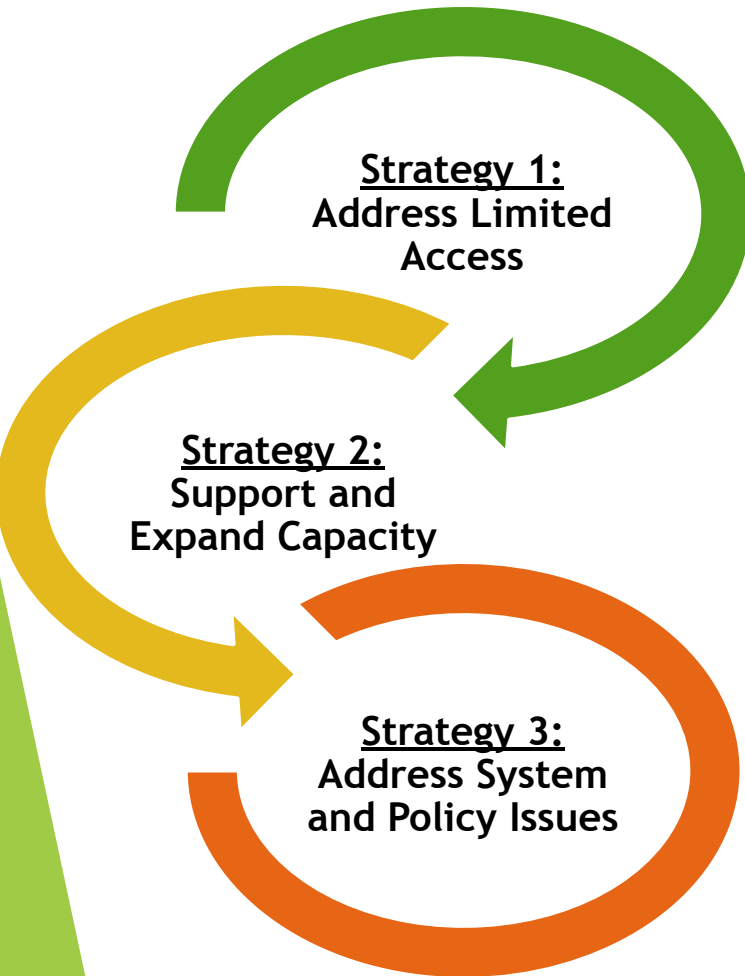
Catalyst  
awardee  
workplan

Advisory  
Council 6/2  
meeting

Crosswalk  
with other  
reports - Ex:  
Health  
Workforce  
Summits



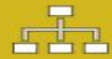
# Activation Plan - Recent Tactic Ranking



**1. Explore and Advance Hub Models – shared administrative and technical services**



**2. Cultivate, Maximize, and Expand Workforce Pipeline Programs**



**3. Invest in maintenance and expansion of existing collaboratives addressing SDOH**



**4. Invest in Data & Systems Analysis**



**5. Invest in Rural Policy Advocacy**

**6. Advance Facility Upgrades & Development**

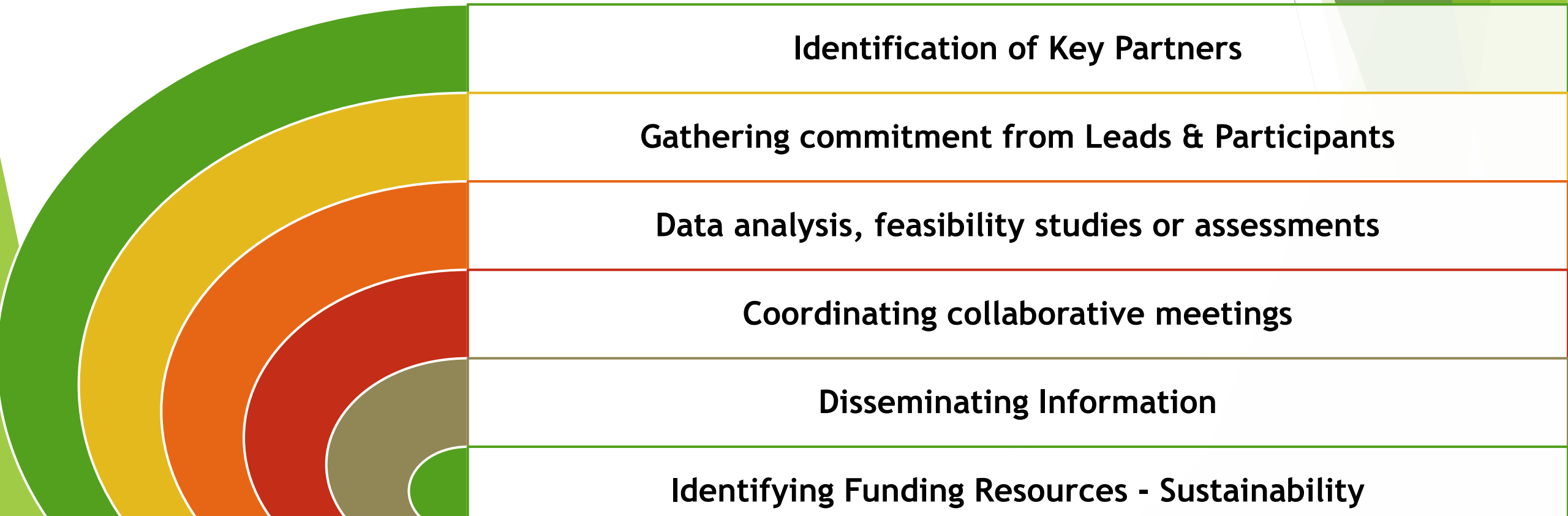


**7. Socialize and Promote Telehealth Adoption**



**8. Require investment / funding set aside as part of large-scale business development projects**

# Tasks Common Across Various Strategies & Tactics



# Example Tasks & Activities (Now through September 2026)



Cultivate partnerships & generate pathways with straightforward roadmaps between education and attainment of quality jobs



Assess current training activities and capacity to expand training at clinical sites



Create and expand recruitment & retention programs, such as the Incubate Initiative & Home in Humboldt



Pilot telehealth and evaluate impact on access to care



Sponsor a Hub Model Pilot Project (shared administrative services)



Pre-Development for infrastructure expansion or new sites

# Tracking Outcomes

## 1) Increase in High Roads Healthcare Pathways

- Assessment of new educational partnerships and programs
- Implementation readiness for regional Health Ed Hubs
- New and/or expanded student training locations

## 2) Increase in Healthcare & Caregiving Employment, including Retention

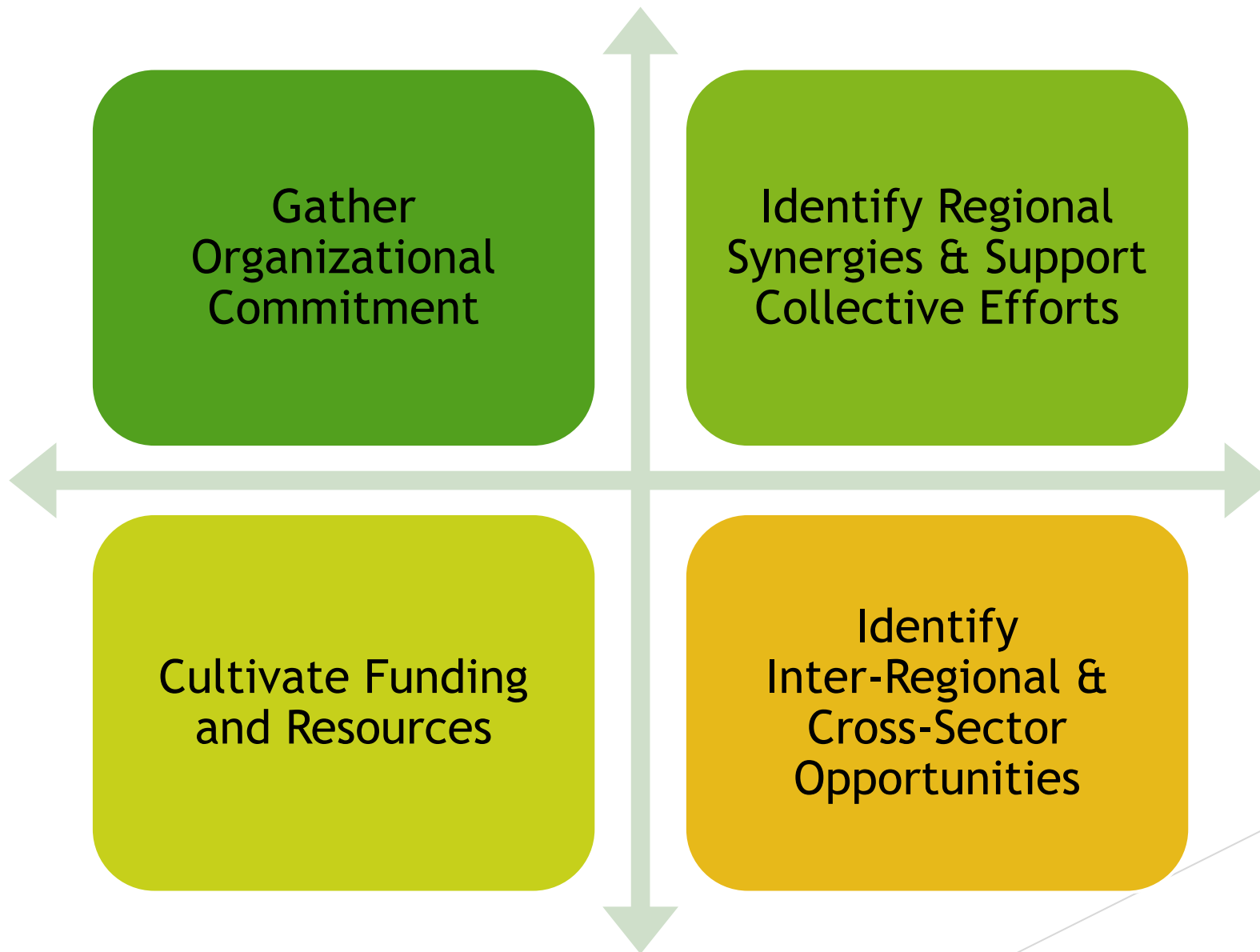
- Measured through regional EDD labor market analysis
- Regional Economic Impact Assessment
- Employer Retention Rates (including ability to hire students/residents following training rotations)

## 3) Telehealth & Facility Expansion

- Reports from Employers
- New or expanded sites developed or implementation ready

## 4) Funding Applications Submitted & Funding Secured by Health & Caregiving Partners

# Next Steps





# NCHIIN Sector Investment Coordinator Info & Resources

- ▶ Webpage:  
<https://www.nchiin.org/redwood-region-rise-california-jobs-first/>
- ▶ Email List:  
<https://lp.constantcontactpages.com/sl/dR95Xf7/NCHIINRRRISE>
- ▶ Linked In Group:  
<https://www.linkedin.com/groups/14335243/>
- ▶ Email: [RRRISE@nchiin.org](mailto:RRRISE@nchiin.org)
- ▶ Call: (707) 267-9603

# Thank You!

We appreciate your engagement with the Redwood Region RISE!

# Collaborative Report Outs: What have we been up to and how are we supporting the H&C Sector?

- **Voting Members**

- Chair for this quarter: Gregg Foster (Redwood Region Economic Development Commission)

- **Equity Council**

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

- **Tribal Table**

- Tribal Business Development consultant Lorna McLeod, on behalf of Facilitator Joe Davis (Northern California Indian Development Council, NCIDC)

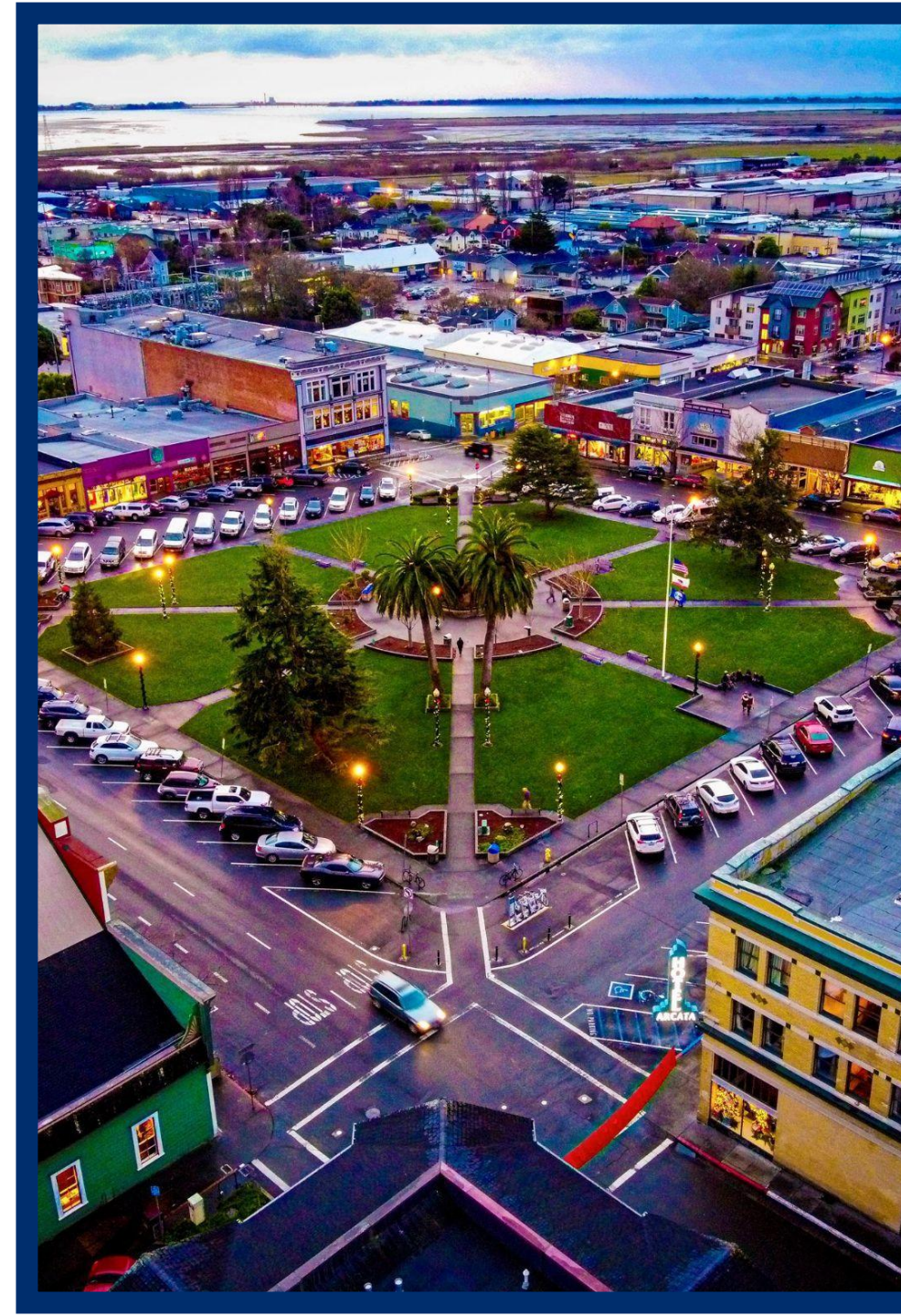
- **Economic Development Finance (EDF) Working Group**

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



# Economic Development and Finance Working Group (EDFWG) Q3 – Q4 2025 Work Plan

*June 27, 2025*





# Workplan Summary

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## Project-level Support:

Engage project proponents in **project-level finance and funding advising** and support.

## Expert Sessions:

Restart **September 3, 2025**. Open to topics of interest from the Project and Sector Table leads.

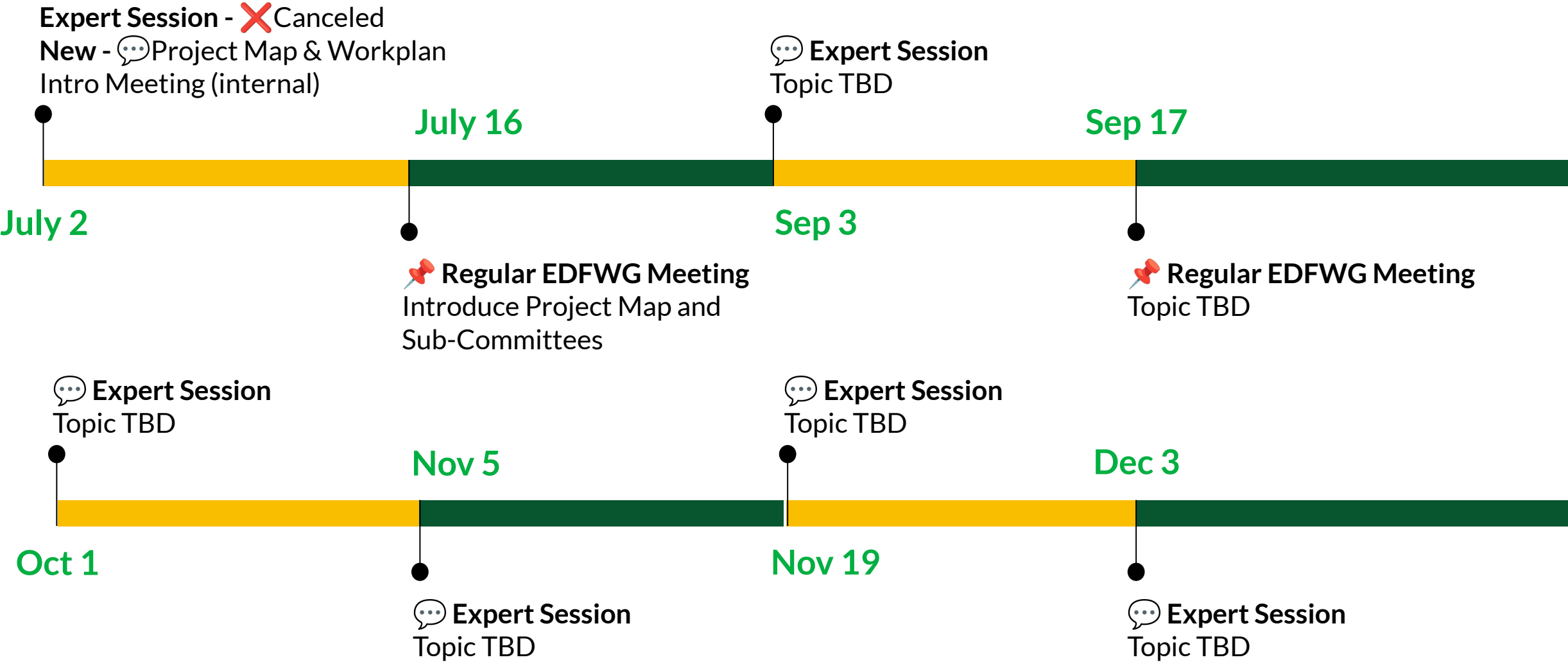
## Focus:

Establishing project-specific advisory sub-committees and launching a collaborative project work plan.





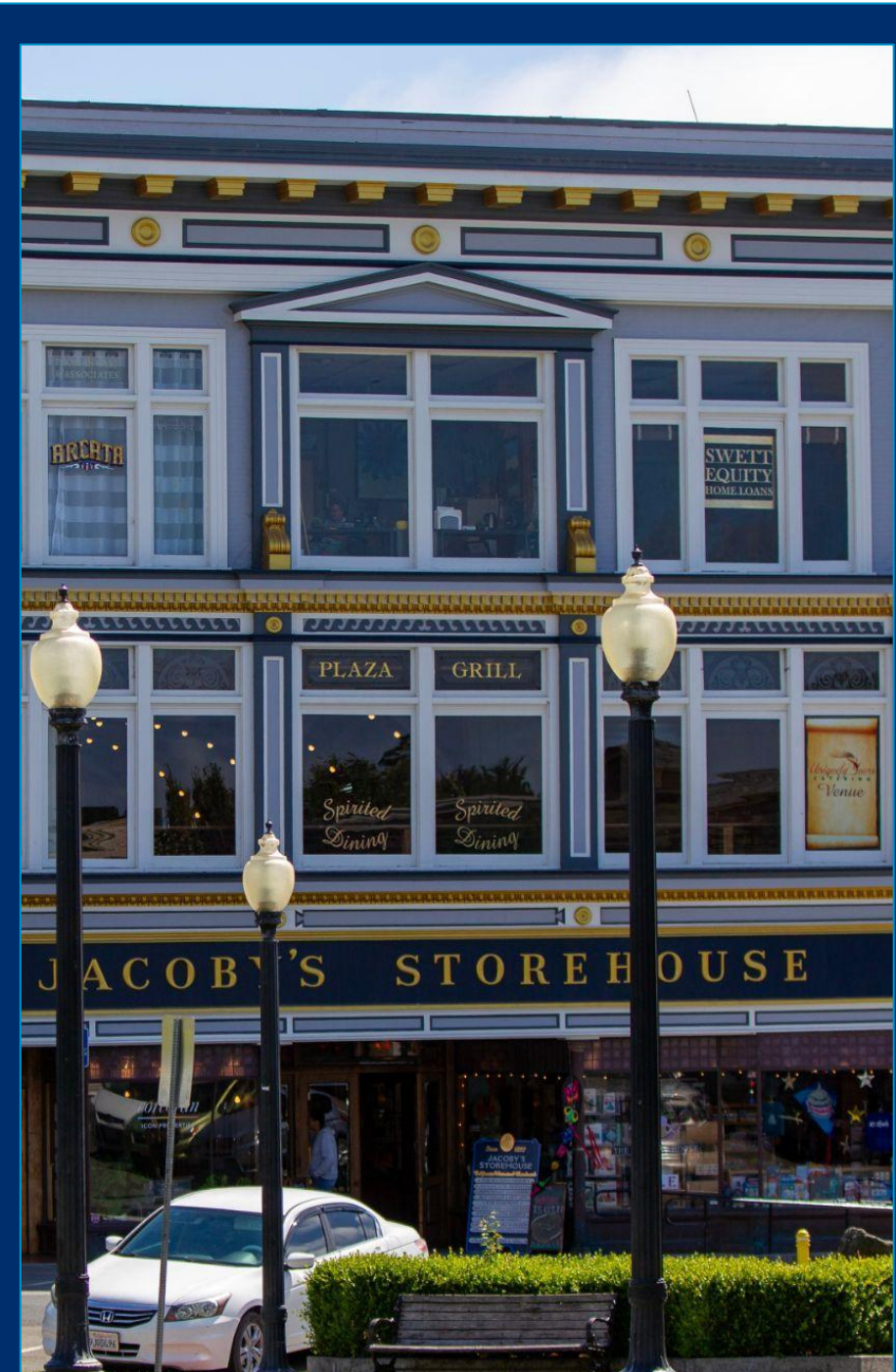
# Q3-Q4 2025 Timeline



# Next Steps

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- Confirm project-level sub-committee participation
- Schedule advisor meetings with project proponents
- Confirm topics for upcoming Expert Sessions
  - *Potential Topics:*
    - *Capital Absorption Framework*
    - *USDA Funding*
    - *How to Access Private Capital*





# Thank You

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**Josh Metz**

[jmetz@rgs.ca.gov](mailto:jmetz@rgs.ca.gov)

(707) 206-2111





# Catalyst Project Highlight: Healthcare Education and Regional Training Hub (HEART Hub) in Lake County

**Over to Nicole Flora,  
Executive Director, Lake  
County Economic  
Development Corporation,  
with the HEART Hub team &  
partners!**



# HEART Hub

Health Education  
& Regional  
Training Hub

June 27, 2025



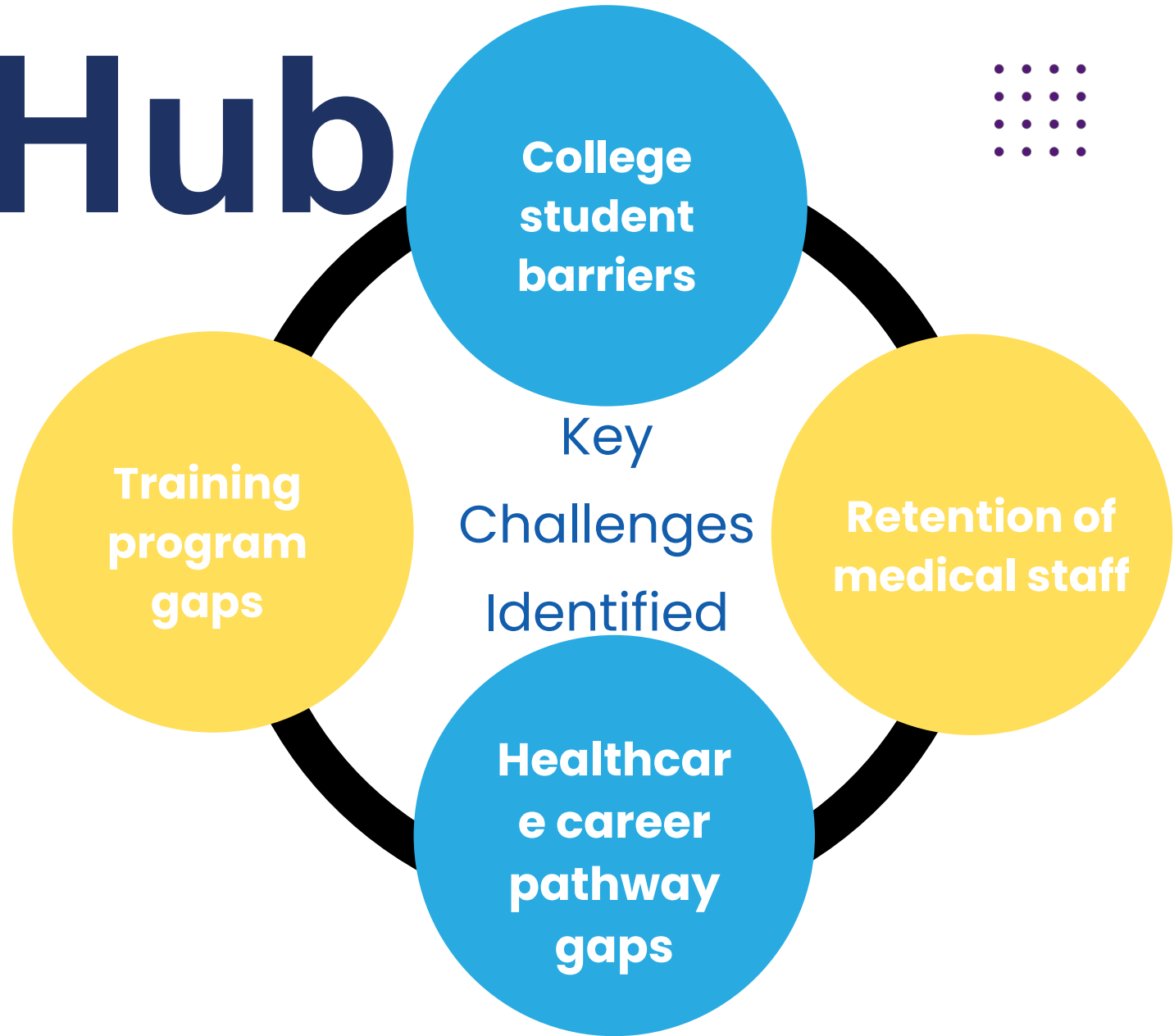


# HEART Hub



In April 2024, Lake County hosted a Healthcare Workforce Development Summit, uniting leaders to tackle workforce challenges and expand career pathways.

**Proposed Solution:** Establish a Healthcare Education & Development Center in collaboration with K-12 schools and community colleges to create a local talent pipeline and “**grow our own**” healthcare workforce.

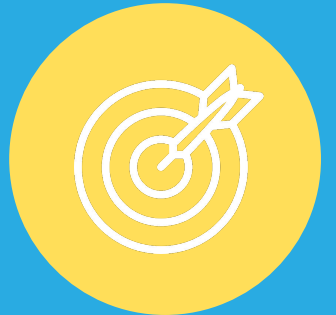


# HEART Hub

Public and private organizations joined forces to launch this workforce and education development project:

**Lake County Healthcare Education & Regional Training Hub.**

**Mission Statement:** With strong support from local healthcare providers and community stakeholders, we aim to establish a county-wide learning center to meet evolving healthcare workforce needs. This center will serve as a hub for education, training, and professional development, ensuring our community is equipped with skilled healthcare professionals and enhancing the quality of care and health outcomes for all residents.



# HEART Hub

## Partners

### Industry

- Adventist Health – Clearlake
- Lake County Tribal Health Consortium
- Partnership Healthplan of California
- Sutter Health
- Hospital Council of Northern and Central California

### Education

- Lake County Office of Education
- Mendocino County Office of Education
- Lake County School District Superintendents
- MLACE (Mendocino Lake Adult & Career Education)
- Mendocino-Lake Community College
- Redwood Coast K16 Educational Collaborative
- Sonoma State University, Cal Poly Humboldt
- Woodland Community College

### Community

- Lake County Economic Development Corporation
- County of Lake
- Mother-Wise
- Workforce Alliance of the North Bay
- Lake County Chamber of Commerce





# SPARK

## GRADES 5-8



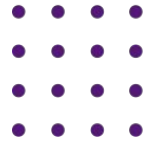
Focused on inspiring students in grades 5-8, the SPARK (Students Promoting Awareness of Real-World Knowledge) program introduces healthcare careers through immersive, hands-on experiences during guided, interactive field trips.

Interactive medical simulations, guided tours, and mentorship from students and healthcare

Introduce over 4,500 students (grades 5-8) annually to healthcare careers

**Career Awareness**

**Interest Exploration**



# TRAINING

## HIGH SCHOOL CTE + ADULT STUDENTS

Healthcare work-based learning & career development program: This component supports career training for high school students and adults, emphasizing skill development and certifications.

Train up to 1000 high school and adult learners annually as part of workforce training programs.

Enhance workforce retention by providing ongoing professional development for healthcare practitioners.

**Work Based Learning**

**Hands on Simulation**

**Continuing Education**







# COMMUNITY

## ADULTS + FAMILIES

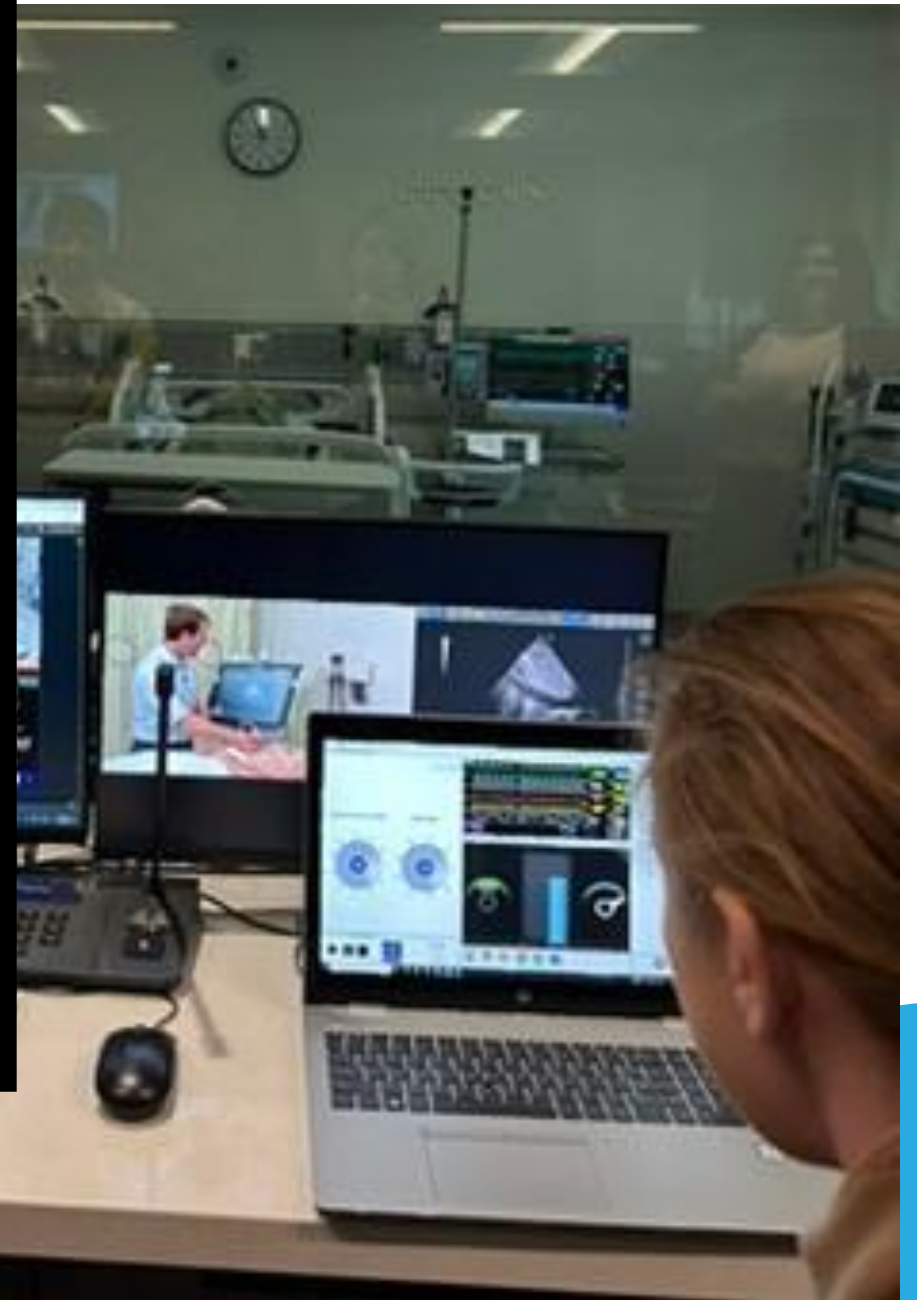


The community-focused aspect of the center emphasizes health literacy and life-saving skills for all residents, incorporating culturally relevant programming to effectively reach diverse communities.

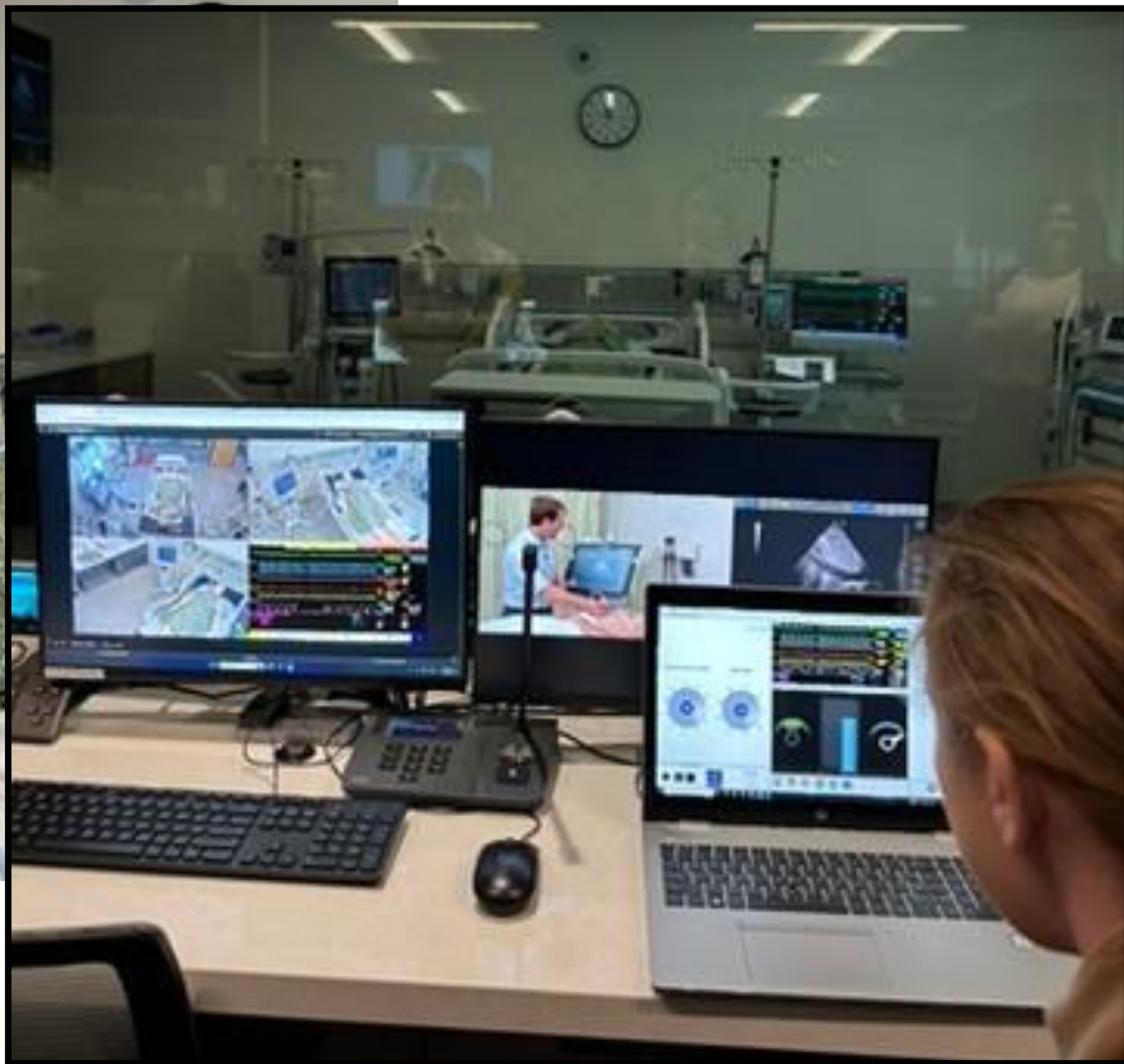
Features collaboration spaces for industry partners, public seminars, and community health resources to enhance healthcare education access.

**Support Groups**

**Community and Family**









# Healthcare Education and Regional Training Hub

**Statement of Need:** The Health Education and Regional Training (HEART) Hub is a transformative initiative designed to address the growing need for healthcare workforce development in Lake and Mendocino Counties. With healthcare being both the county’s largest industry and highest-earning sector, there is a critical demand for skilled professionals across multiple disciplines, including nursing, home health care, medical records, rehabilitation, and physical therapy.

The HEART Hub will serve as a regional hub for healthcare workforce education, providing students and adult learners with the skills and certifications needed for successful careers in the field. By developing a steady pipeline of well-trained professionals, the Hub will bolster the local healthcare system, foster economic growth, and enhance health outcomes across the region.

## Key Features and Programs

### 1. SPARK Program (Students Promoting Awareness of Real-World Knowledge)

- Designed for grades 5-8, introducing students to healthcare careers through immersive, hands-on learning experiences
- Interactive medical simulations, guided tours, and mentorship from students and healthcare professionals

### 2. Healthcare Work-Based Learning & Career Development Pathway Program

- Provides career training for high school students and adults, focusing on skill-building, certifications, and hands-on experience
- Initial training programs

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Nursing Assistant (CNA)  
and Medical Assistant (MA)  
certifications, with future  
programs in development

- The Hub experiences will be integrated with Career and Technical Education (CTE) Pathways

### 3. Community Outreach and Health Literacy Program

- Designed to improve public health knowledge and preparedness by offering CPR training, parenting classes, and health and safety workshops
- Features collaboration spaces for industry partners, public seminars, and community health resources to enhance healthcare education access



# Healthcare Education and Regional Training

**Statement of Need:** The Health Education Hub is a transformative initiative designed for healthcare workforce development. With healthcare being both the cornerstone of the earning sector, there is a critical demand across multiple disciplines, including nursing, rehabilitation, and physical therapy. The HEART Hub will serve as a regional center for education, providing students and professionals with the certifications needed for successful careers. It will create a steady pipeline of well-trained professionals for the local healthcare system, foster economic growth, and improve outcomes across the region.

## Key Features and Programs

4 SPARK Program

<h3>Facilities and Location</h3> <p>The HEART Hub will be housed in a 6,600-square-foot facility located on the Sutter Lakeside Hospital campus in Lakeport, CA. The facility will include: advanced simulation and skills labs for hands-on learning, multipurpose collaboration rooms for lectures, debriefs, and group work and faculty offices and common areas to support instructors and students. The central location at Sutter Lakeside Hospital ensures accessibility for students and healthcare professionals throughout Lake and Mendocino Counties. Transportation partnerships and technology will facilitate access for rural learners.</p>	<h3>Benefits of This Project and Why Is It a Priority</h3> <p>The HEART Hub is a transformative initiative designed to:</p> <ul style="list-style-type: none"><li>• <b>Expand healthcare training opportunities</b> to meet workforce shortages in rural communities</li><li>• <b>Improve healthcare access and outcomes</b> by increasing the number of qualified healthcare professionals</li><li>• <b>Strengthen community resilience</b> by providing health education and training in life-saving skills</li><li>• <b>Foster long-term economic growth</b> through job creation and workforce development</li></ul>	<h3>Key Outcomes:</h3> <ul style="list-style-type: none"><li>• Provide hands on workforce training for up to 175 high school and adult learners annually</li><li>• Provide health and safety education to at least 500 community members annually</li><li>• Introduce over 2,500 students (grades 5-8) annually to healthcare careers</li><li>• Enhance workforce retention by providing ongoing professional development for healthcare practitioners</li></ul> <p>This project aligns with state and federal priorities for rural healthcare workforce expansion and represents a critical investment in the health and economic future of Lake and Mendocino Counties.</p>	<p>For adults include Certified Nursing Assistant (CNA) and Medical Assistant (MA) certifications, with future programs in development</p> <ul style="list-style-type: none"><li>• The Hub experiences will be integrated with Career and Technical Education (CTE) Pathways</li></ul> <hr/> <h3>3. Community Outreach and Health Literacy Program</h3> <ul style="list-style-type: none"><li>• Designed to improve public health knowledge and preparedness by offering CPR training, parenting classes, and health and safety workshops</li><li>• Features collaboration spaces for industry partners, public seminars, and community health resources to enhance healthcare education access</li></ul>
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# Healthcare Education and Regional Training Hub

## Amount Requested for the Community Project Funding and Total Project Cost

### Total Project Cost: \$7.5 million

- Pre-development and planning phase: \$1.3 million (partially funded)
- Facility renovation, equipment, and first-year operations: \$6.1 million
- Annual operating budget: \$650,000 to be funded by HEART Hub partners

## Secured and Pending Funding Commitments:

- Redwood K16 Collaborative: \$200,000 (CTE curriculum development)
- Sutter Lakeside Hospital: \$1 million (10-year lease of the facility)
- Redwood Rise Catalyst Funding: \$650,000
- Sutter Health CHNA grants: \$200,000

## Pending Grants:

Additional funding requests are being pursued through federal, state, and local sources, including EDA, USDA Rural Development, and congressional representatives.

## Community Partners

The HEART Hub is being developed in partnership with local and regional stakeholders, including:

### Local Education Agencies & Local Government

- Lake County Chamber of Commerce
- County of Lake
- Lake County Office of Education
- Lake County School District Superintendents
- Mendocino County Office of Education

## Beneficiaries of the Project

The HEART Hub is designed to serve a broad and diverse population, ensuring equitable access to healthcare education and training across Lake and Mendocino Counties. The key beneficiaries include:

### Elementary & Middle School Students, High School Students & Young Adults

- Gain early exposure to healthcare careers through the SPARK Program
- Participate in Career and Technical Education (CTE) programs, obtaining certifications in high-demand fields such as EMT and Patient Care
- Engage in hands-on learning through work-based training and mentorship

## Conclusion:

The Healthcare Education and Regional Training (HEART) Hub is more than just an educational facility—it is a transformational investment in the future of healthcare for Lake and Mendocino Counties. By addressing the urgent need for a well-trained workforce, the HEART Hub will serve as a catalyst for economic growth, healthcare equity, and improved patient outcomes.

With its state-of-the-art training facilities, hands-on learning experiences, and robust community

facilities, hands-on learning experiences, and robust community partnerships, the HEART Hub will not only prepare the next generation of healthcare professionals but also strengthen the region's healthcare infrastructure. By expanding career opportunities, reducing workforce shortages, and increasing health literacy, the HEART Hub will create a resilient and sustainable healthcare ecosystem that serves both local residents and the broader medical community.

This initiative is a once-in-a-generation opportunity to bridge the healthcare education gap and empower individuals with the skills needed to thrive in high-demand careers. With strong stakeholder support and committed funding efforts, the HEART Hub is positioned to become a model for rural healthcare workforce development—ensuring that quality healthcare education, training, and access remain at the heart of a healthier, stronger Lake County and Mendocino County for years to come.



## Overview

# Healthcare Education and Regional Training Hub

### Amount Requested for the Community Education Center Project Funding and Total Project Cost

#### Total Project Cost: \$7.5 million

- Pre-development and planning phase: \$1.3 million (partially funded)
- Facility renovation, equipment, and first-year operating costs: \$6.1 million
- Annual operating budget: \$650,000 to be funded by HEART Hub partners

### Community Partners

The HEART Hub is being developed in partnership with local and regional stakeholders, including:

#### Local Education Agencies & Local Government

- Lake County Chamber of Commerce
- County of Lake
- Lake County Office of Education
- Lake County School District Superintendents
- Mendocino County Office of Education

### Beneficiaries

The HEART Hub will serve diverse health professions students and community members.

#### Elementary and Secondary Students

- Gain exposure to healthcare careers
- Participate in hands-on learning experiences
- Engage in community service projects

### Education

#### Healthcare Industry & Organizations

- Adventist Health – Clearlake
- Hospital Council of Northern and Central California
- Lake County Tribal Health Consortium
- Mother-Wise
- Partnership Healthplan of California
- Sutter Health

#### Post-Secondary Education

- Redwood Coast K16 Educational Collaborative
- Sonoma State University
- Woodland Community College
- Mendocino-Lake Community College
- Mendocino-Lake Adult and Career Education Consortium (MLACE)

#### Workforce & Economic Development

- Lake County Economic Development Corporation
- Workforce Alliance of the North Bay

### Training and Mentorship

#### Adult Learners & Career Changers

- Access certified training programs such as Certified Nursing Assistant (CNA) and Medical Assistant (MA) certifications
- Receive continuing education and upskilling to transition into healthcare careers

#### Current Healthcare Professionals & Educators

- Benefit from professional development programs that keep skills up to date
- Support high school and adult students in healthcare pathway programs

#### Underserved & Rural Communities

- Improve access to trained healthcare professionals, addressing local shortages
- Participate in community health literacy programs, including CPR training, parenting classes, and health safety workshops

#### Regional Healthcare Employers & Economic Development Initiatives

- Create a steady pipeline of qualified healthcare workers to meet the demand for skilled professionals
- Strengthen the local healthcare system, reducing workforce gaps and improving patient care
- Support economic growth by increasing employment and career mobility in the healthcare sector.

facilities, hands-on learning experiences, and robust community partnerships, the HEART Hub will not only prepare the next generation of healthcare professionals but also strengthen the region's healthcare infrastructure. By expanding career opportunities, reducing workforce shortages, and increasing health literacy, the HEART Hub will create a resilient and sustainable healthcare ecosystem that serves both local residents and the broader medical community.

This initiative is a once-in-a-generation opportunity to bridge the healthcare education gap and empower individuals with the skills needed to thrive in high-demand careers. With strong stakeholder support and committed funding efforts, the HEART Hub is positioned to become a model for rural healthcare workforce development—ensuring that quality healthcare education, training, and access remain at the heart of a healthier, stronger Lake County and Mendocino County for years to come.



# LC HEALTHCARE EDUCATION & REGIONAL TRAINING HUB

## OVERSIGHT COMMITTEE

(DECISION MAKING BODY)

ADVENTIST HEALTH – CLEARLAKE

HOSPITAL COUNCIL OF NORTHERN AND CENTRAL CALIFORNIA

LAKE COUNTY TRIBAL HEALTH CONSORTIUM

PARTNERSHIP HEALTHPLAN OF CALIFORNIA

SUTTER HEALTH

LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

COUNTY OF LAKE- CAO'S OFFICE, SOCIAL SERVICES

WORKFORCE ALLIANCE OF THE NORTH BAY

ADD: TRIBES, LATINOS UNITED, DEPT OF REHAB

LAKE COUNTY HIGH SCHOOL CTE PROGRAMS

LAKE COUNTY OFFICE OF EDUCATION

LAKE COUNTY SCHOOL DISTRICT SUPERINTENDENTS

MENDOCINO COUNTY OFFICE OF EDUCATION

MENDOCINO LAKE ADULT & CAREER EDUCATION

MENDOCINO-LAKE COMMUNITY COLLEGE DISTRICT

REDWOOD COAST K16 EDUCATIONAL COLLABORATIVE

CAL POLY HUMBOLDT/ SONOMA STATE UNIVERSITY

WOODLAND COMMUNITY COLLEGE, LAKE CENTER

## EXECUTIVE COMMITTEE

**SCOPE: Administrative Branch of the Oversight Group.** Preparation for oversight meetings, helps to streamline decision making, assist lead agency in the management of plan development and implementation, liaison between subcommittees, represents the project to outside agencies/funders

### LEAD AGENCY

Lake EDC  
Nicole Flora

### ADULT ED

LCOE  
Brock Faulkenberg

### INDUSTRY

Sutter Lakeside  
Kamlin Fasano

### K12

KUSD  
Tim Gill

### HIGHER ED

Mendo College  
Amanda Xu

## SUBCOMMITTEES

SUPERINTENDENTS

FUNDING

SPARK

CTE + WBL

ADULT + WBL

### SCOPE/TASKS

- Fiscal Tracking
- Grant Management
- Contract Management
- Project Lead for Workflow

CHAIR  
TIM GILL

REPS:  
SCHOOL DISTRICTS

CHAIR  
TBD

LCOE  
COUNTY  
OTHERS?

CHAIR  
JONNA  
WEIDAW

MENDO SCHOOL DIST  
-LAKE SCHOOL DIST  
-MUSEUM SPECIALTY

CHAIR  
M TUNZI +  
M RUSSELL

HIGH SCHOOL, LCOE  
MCOE

CHAIR  
TBD

MENDO COLLEGE  
-WOODLAND COLLEGE  
MLACE, LCOE, MCOE  
WANB

SEATS RESERVED FOR UNDERREPRESENTED GROUPS

EDUCATION CONSULTANT(S)

DRAFT 5.8.2025

# HEART Hub



## PLANNING + FUNDING

### **Secured Funding:**

- \$200,000 from Sutter Health CHNA Workforce Development Grant
- \$650,000– CA Jobs First, Catalyst Funding
- \$150,000– County Medical Services Program– Equipment
- \$1,000,000 Sutter Lakeside Hospital in-kind donation of property lease (10 yrs)

### **Pending Funding:**

- Federal and State Governments Appropriations– \$2–3 million
- Redwood K16 Collaborative – \$200,000



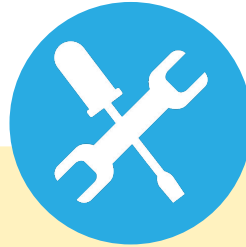
# HEART Hub

## PLANNING + FUNDING



### Planning

- 12 months / ~\$1.5 million
- Relationship Building
- Experience Development
- Building/Equipment
- Ongoing Operations
- Fundraising



### Build Out

- 12 – 36 Months
- Anticipated cost: \$5.5 million
- Projected soft opening August 2027
- Multi-Use Space
- Designed with All Phases in Mind



### On-Going Operations

- Anticipated yearly operations \$650,000
- Operated by Hub partners
- Legal Entity?
- Cost Sharing?
- The Unknown...

# WHAT IS NEXT?

## HOW CAN YOU BE INVOLVED?



### Fundraising

While the planning committee will be focused on raising grant funding, there will be a local fundraising campaign. To be included in future events, please sign up!



### Collaboration

The project has a long list of partners, but we aren't done. The planning committees will continue to seek additional industry and education input as the phases develop.



### Community Support

This project started as a grassroots effort, and will continue to depend on support from individuals looking to see Lake County grow and thrive.

Share the info:



[tinyurl.com/RRRISE25](https://tinyurl.com/RRRISE25)

To get updates on the project.  
Sign up here:



[tinyurl.com/HEARTinfo25](https://tinyurl.com/HEARTinfo25)



# HEART Hub

## Thank You

QUESTIONS?



# In-Person RRRISE Convening: Let us know your ideas!

- **Date: November 5, 2025**
- **Location: Lake County (venue TBD)**

## → **Activities:**

- ◆ RRRISE Collaborative Bodies to conduct their quarterly meetings
- ◆ Check in on Collaborative progress
- ◆ Connect with funders and State Agencies to advance and align efforts
- ◆ Regional collaboration & partnership on key investment areas

Let us know what you'd like to see for our **Q4 In-Person Collaborative Meeting:**  
<https://www.menti.com/al3rqt85qqbq> OR [menti.com](https://www.menti.com) with code: 1747 6803

# Looking Ahead: Upcoming Milestones

- **RRRISE Semi-Annual Report release:** Mid-July
- **Continued Project Assistance** by Sector Investment Coordinators and Economic Development Finance (EDF) Working Group
- **Selecting & onboarding new Capacity Support and Workforce Coordinator**
- **Catalyst After-Action Review:** July-August
- **In-Person Collaborative Meeting:** November 5, Lake County (venue TBD), 110 scholarships available for travel & lodging

# Our Upcoming Meetings

- July 2, 3:30–5 p.m. → **EDF Working Group Expert Session on Capital Resource Coordination and Next Steps**
- July 4, 10–11:15 a.m. → **Tribal Table Meeting**

Our Leadership team continues to meet monthly :)

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

**[Check out our Calendar](#)**

