

NORTH COAST OPPORTUNITIES

COMMUNITY-BASED OUTREACH MINI- GRANT PROGRAM



We Need Your Help:

North Coast Opportunities is seeking assistance from community-based organizations to include public input and participation from Humboldt, Lake, Mendocino counties and Tribal Lands. The goal of the outreach activities will be a vital part of Redwood Region RISE's Regional Plan to center community voices in economic development planning and to help bring thriving-wage opportunities to our region.

Who Should Apply:

Mini Grants up to \$10,000 will be provided to community-based organizations with existing community contacts to ensure diverse and extensive input is included in the Redwood Region RISE (Resilient Inclusive Sustainable Economy) initiative.



DATE: DECEMBER 15, 2023

SUBMIT BY: JANUARY 12, 2024

TO: INTERESTED PARTIES

FROM: NORTH COAST OPPORTUNITIES,
REDWOOD REGION RISE

SUBJECT: NORTH COAST OPPORTUNITIES'
COMMUNITY-BASED OUTREACH
MINI-GRANT PROGRAM FOR
REDWOOD REGION RISE

What is Redwood Region RISE?

Redwood Region RISE (Resilient Inclusive Sustainable Economy) is working together to bring good, sustainable jobs to communities in **Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands**. We are part of the \$600 million state-wide initiative called "California Jobs First" (previously known as Community Economic Resilience Fund, CERF) to promote a sustainable and equitable recovery from the economic distress of COVID-19.

North Coast Opportunities (NCO) is one of Redwood Region RISE's Outreach & Engagement partners, the **Arcata Economic Development Corporation** (AEDC) is our Fiscal Agent, and the **California Center for Rural Policy** (CCRP) serves as Redwood Region RISE's Regional Convener.

Redwood Region RISE is deeply committed to establishing an inclusive regional Collaborative that centers community voices in economic development planning processes. Through California Jobs First, Redwood Region RISE aims to:

1. Create **quality jobs** for workers in our Region;
2. Pursue **durable, inclusive economic growth** (diversifying our economies);
3. Get us closer to a **carbon neutral future**.

We Need Your Help!

Help North Coast Opportunities to reach more community members and find more community voices to center in this regional initiative. We need community-based organizations, grass root organizations, and community leaders to help reach our goals in building a long-lasting regional community that goes beyond the California Jobs First initiative. Help Redwood Region RISE to create an economic vision for our Region, build strong (regional) relationships, gain access to training, and amplify the stories of our community's resilience and ingenuity.

You can find more information on our website. We hope to work with and learn from you! Want to get involved? Email us at RISEoutreach@ncoinc.org for more information. We look forward to hearing from you!

Scope of Work:

North Coast Opportunities is seeking assistance from grass-roots groups (with a Fiscal Agent) & community-based organizations (non-profits) to help get public input. The North Coast Opportunities (NCO) Outreach & Engagement Team needs your help to get diverse and extensive input. This program is designed to ensure that interested members of the public have the opportunity to understand and provide meaningful input on these plans during the *California Jobs First Planning Phase*. North Coast Opportunities outreach area includes:

- Humboldt County
 - Lake County and
 - Mendocino County
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- Del Norte County outreach is led by True North Organizing Network.

These activities will coordinate with other public involvement activities conducted by the NCO Outreach & Engagement Team. Grant-awarded organizations will receive a detailed orientation about Redwood Region RISE, and North Coast Opportunities will also provide information and necessary materials in both English and in Spanish to assist in outreach efforts.

Initially, North Coast Opportunities will require each mini-grant recipient to organize community members with whom they already have a working relationship to participate in local community meetings, listening sessions, and other activities. The goals are to surface local and regional needs, barriers, and ideas for creating thriving-wage opportunities for workers in our Region while pursuing sustainable economic growth that aligns with California's goals for a carbon neutral future.

Jointly, North Coast Opportunities and ThinkPlace West (facilitators skilled in human-centered design) identified Empathy Interviews, as a strategy to center the voices of workers and diverse communities of unacknowledged needs. From October through December 2023, the NCO Outreach & Engagement Team were trained in Empathy Interview techniques and coached on the process. Beginning January 2024, our goal is to bring these insights back to communities through local gatherings where community members can see the themes being uplifted within their region and to ask, "Does this resonate with you and what else is missing?" These local gatherings will be held in each county (Humboldt, Lake, and Mendocino) up to three times per month until June 30, 2024.

Empathy Interviews:

Beginning in January 2024, each mini-grant recipient will be asked to participate in at least two of the following. This is a suggested list of outreach activities we would like support with, for example, focus groups, data walks, group listening sessions, and individual empathy interviews. If you do not wish to customize your proposal, you may choose from the following menu up to \$10,000. If you do customize, please consider this menu as a guideline for approximate budgets for like activities:

_____ x \$200 each (min. of 5) requires 2 trained Community-based organization (CBO) staff, CBO secures interviewees, conducts interviews, takes notes, translates with Otter AI, uploads interviews, and participates in Synthesis meetings.

_____ x \$100 each (min. of 5) requires 1 trained CBO staff and 1 NCO staff as interviewer, CBO secures interviewees, takes notes, translates with Otter AI, uploads interviews, and participates in Synthesis meeting.

_____ x \$1000 each. CBO conducts one Local Planning Table (LPT) meeting (NCO provides format, guidance, and one staff). At least 2 CBO Staff organize, secure participants (at least 15) and run a (LPT). CBO secures or provides venue within this budget. Food budget additional up to \$500 per LPT-receipts required.

_____ x \$1500 each. CBO conducts one LPT meeting for the Monolingual Spanish/Hmong audience (NCO provides format, guidance, and one staff). At least 2 CBO Staff organize, secure participants (at least 15) and run the LPT. CBO secures or provides a venue within this budget. Food budget additional up to \$500 per LPT-receipts required.

_____ x \$500 each. CBO provides at least 2 staff, secures at least 20 participants, and helps run one Community Gathering.

The NCO Community Outreach & Engagement Team is committed to creating inclusive planning tables, aimed at shifting power and centering marginalized voices. Our goal is to actively encourage and support participation of representatives from partner groups, community members from our 3 counties (Humboldt, Lake, and Mendocino), and 26 Tribal Nations (federally and non-federally recognized). North Coast Opportunities staff will attend these meetings and make presentations; however, each recipient is responsible for organizing and inviting community members from their network.

Each mini-grant recipient will then help gather all participant input and submit it to North Coast Opportunities electronically via email once the deadline has been confirmed. North Coast Opportunities will also supply a reporting format. North Coast Opportunities does not have materials developed yet; however, recipients will receive them by the orientation meeting.

Estimated Timeline:

January 19, 2024 – June 30, 2024

January 19, 2024: Empathy Interview Training via Zoom

Mini Grants Will Be Awarded Based Upon the Following Criteria:

Redwood Region RISE's Equity Council will be reviewing applications and selected community-based organizations will be picked based on equity, diversity, and inclusivity to ensure our outreach efforts are evenly distributed among the priority communities (*please see Question 3 on next page for list of priority communities our initiative has identified but is not limited to*).

North Coast Opportunities reserves the right to award the mini grants as it deems appropriate at funding levels warranted by each applicant's individual outreach strategy.

- Members of religions and ethnic minority communities
- Monolingual Hmong-Speakers
- Monolingual Spanish Speakers
- Advocates for People of Color (i.e., Black Lives Matter, Asian Americans Advancing Justice, New Hmong Rising Association, etc.)
- New Citizens
- Non-federally Recognized Tribal Nations
- Seniors
- Tribal Citizens
- Tribal Governments
- Unions
- Workers
- Youth
- Veterans
- Individuals experiencing homelessness
- Farm Workers
- Low Income households
- Individuals who are unemployed/laid off/seeking employment
- Individuals in rent-burdened households
- Single parent families
- Zero-vehicle households
- Limited English proficiency (non-English speakers or English as a Second Language)
- Individuals experiencing mental illness
- Caretakers

4. How many people do you commit to reach while implementing the public outreach strategy? (Validate your numbers – i.e., submit a list of who you will contact with your application).

5. Please describe the organization's experience working with these individuals or communities.

6. Describe any similar types of projects that your organization has undertaken.

7. How much funding (up to \$10,000) do you wish to apply for?

Other Notes:

(Applicants can use this section for additional information that would like to include)