



Redwood Region RISE

In-Person Gathering April 29-30, 2024

Summary of Sessions, Strategies and Projects

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Context

Members of the Redwood Region RISE (Resilient, Inclusive Sustainable Economy) Equity Council surfaced a need to gather and connect across the region (Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino counties) in-person. Members of other RRRISE Collaborative planning tables also desired in-person meeting time to connect and build relationships with colleagues and neighbors from other communities. Having identified fostering regional collaboration and connections as the main priority of the gathering, the Equity Council formed a convening subcommittee to help the Convening team shape the overall agenda and flow of a two day gathering. Balancing state-driven goals and outcomes required to develop a strategic Regional Roadmap (Regional Plan part 2) with community needs, hopes and aspirations to seed and deepen connection was essential to setting the stage for the Redwood Region RISE gathering held at the Bear River Rohnerville Rancheria’s Community Center on April 28-29, 2024.

The goals for the RRRISE In-Person gathering were:

1. Foster better connection and collaboration across the region, raise awareness of different initiatives, and sow seeds for partnership on project development with lots of unstructured networking time.
2. Collectively identify and develop action-oriented sector and cross-cutting strategies that lay the groundwork to bring in and guide resources in our region.
3. Regional project workshopping.

Purpose of this Report

The first section of this report outlines key takeaways from work conducted during the in-person gathering:

- by planning tables during breakout sessions
- to test a prototype of the Equity Toolkit
- in plenary sessions on climate change and food insecurity
- in a joint session of the voting block and sector tables
- at the RRRISE project fair.

The second section maps work shared and completed by the RRRISE planning tables during the gathering to content required for the RRRISE Regional Plan Part 2 due in August 2024 to highlight progress and areas requiring further development. The final section presents actions for consideration proposed by RRRISE planning tables during the gathering.

Day 1 Sessions

Tribal Planning Table

Overview / Status

The Tribal Planning Table met online three times prior to meeting in person for the first time at this convening. The meeting was open to any Tribal member or person representing a Tribal Government or Tribal-serving organization to attend. No Tribes from Del Norte County were present, and few from Humboldt County – the majority of participants were from Lake and Mendocino Counties. Because participation has varied significantly between meetings – particularly here, where a number of participants were attending the event for other reasons and were previously unaware of the Tribal Planning Table – conversations to date have not yet evolved to surface shared regional priorities.

The very high level of energy and engagement during this meeting indicates that more gatherings in person like this could be beneficial and of interest. Key themes / points surfaced in the meeting follow.

From Status Quo To Indigenous-Led Economic Development Values & Practices

Overall, participants were particularly energized to share and listen to each other's successes and to share ideas about how to do more of what is working well in various communities. These success stories were generally unfamiliar between Tribes attending this meeting, even those that have had a great deal of media attention. Two participants shared what they felt were the most important overall takeaways to all attendees:

- Healthy Tribal nations are good for everyone in the region, and good health care, workforce development are elements of self-sufficiency
- Tribes need to be robustly consulted beginning early, and collaboratively, in any process – not just to check a box
- Operationalize the vague concept of “equity” with innovative approaches and accountability
- Interest in learning about what this table means and how it interacts with others.
- Questions and concerns about how this table works and fits into the RRRISE project-winning process. If Tribal interests have to surface through one of the Sector Planning Tables, this seems problematic.

Status quo economic development values, practices, limitations impeding Native communities include:

- Values such as: jump through our hoops, control/no trust, profit-driven, treated as separate communities, racism (alive and well), abandon people who struggle, compete for resources
- Late and/or minimal consultation
- Lack of accountability, particularly for the vague notion of equity and how that relates to specific practices to equilibrate Tribal leadership, participation, etc.
 - What does “equity” really mean, especially when used by descendants of people who killed us? Are they accountable when they use that term?
- Onus is always on Tribes/Native people to educate non-Native organizations and leaders about sovereignty, context of Native history, etc.
 - E.g. misperceptions that Tribes “have their own money” so they don’t need other types of support
- Lack of access to services limits economic opportunities: e.g. a severe lack of mental health services, especially given that this is an entire population that experienced/s a great deal of repeated trauma, and the many resulting health and economic impacts
- Most current funding and contracting systems demand statements waiving sovereign immunity, and require certifications, licenses and bonds that are difficult to acquire for many Native contractors
- Profit-driven bankers and complex regulatory practices cause problems, even create barriers to access funding that is already allocated
- For Tribes that opted out of gaming compact, they have limited revenue options and live off of grants – and the limitations and ephemeral programming/staffing created by grant restrictions
- Focusing on and investing in fire suppression (still, instead of prevention)
- Better partnerships and connections with the USFS – why Tribes are not vendors, don’t get called after attending employment trainings
- Foundations and funding programs that think the solutions are programs, projects, facilities (rather than capacity, infrastructure, trusting Native priorities)

A shift to Indigenous-led economic development values and practices would look like:

- Traditional values such as:
 - Giving back to the community and the land
 - Listening

- Sovereignty and self determination
- Caring for *all*, including elders and children – healthy people and wellness come from a well/thriving community (in most places, means caring for Native and non-Native, alike)
- Accountability, responsibility, growth (in a Native context)
- Learning from elders
- Investing in people who struggle (instead of abandoning them)
- Maintaining relationship with mother earth, fire is an entity, land stewardship/conservation (work)
- Doing right for your people behind the scenes (not just for show, pay, etc...)
- Increasing Tribes' infrastructure and capacity is critical to support successful economic development, especially:
 - Need more Native-led nonprofits & corporate structures
 - Data sovereignty and IT support
 - More contractors with necessary certifications to compete for contracts
 - Staff capacity issues are widespread
 - Ability to pursue and manage funding – including to access allocated funding
 - Communications – engaging tribal members
 - More productive banking partners (like AEDC has been)
 - Tribal burn plans
 - Encouraging/supporting young adults to return after college to help their Native communities grow in ways consistent with values
 - Need work available *in* Native communities, including for people who struggle (are traditionally difficult to keep employed, which is easier when work aligns with Native values and culture)
 - Need better connections between tribes and local industries
 - External infrastructure like:
 - Energy self-sufficiency of microgrids
 - Food sovereignty – e.g. Hoopa's tribal-developed and owned grocery store
 - Tough for visitors/tourists to get to many Native communities – infrastructure and road quality limitations
- Intergenerational cultural, economic, ecological and safety benefits of fuels reduction and cultural/prescribed burning efforts are demonstrated in particular by over a decade of work by the Cultural Fire Management Council (CFMC); also by partnerships associated with home hardening and cultural monitoring with Fire Safe Councils in places like Redwood Valley.
 - The CFMC nonprofit as a culturally strong economic model evoked a great amount of interest, questions and discussion. They have been attracting steadily increasing and diverse investments for the last decade, creating an ability to keep hiring and retaining more and more Native people in a remote region lacking economic opportunity. A representative of CFMC shared moving testimonies about the ability to support the workforce participation and healing of people who have struggled, been unemployed, and poorly served by non-Native systems. They are experiencing more in demand than they have capacity to meet in terms of invitations to train people nation- and world-wide, their work has myriad benefits (e.g. returning water to salmonid streams at the heart of Native culture and economy and reducing the potential for catastrophic wildfires). There happened to be a National Geographic magazine displayed in the meeting space that featured a co-founder of the CFMC, as an illustration of the global attention and support they are getting.

- Idea: circuit of Native healers/healthcare practitioners for Native people, a “Doctors Within Borders,” who travel between the region’s Native-led health services – Native doctors serving Native communities, both as a source of jobs and improved wellness
- Attention to how gaming Tribes manage money long-term (key to Middletown Rancheria’s success, where gaming was far more successful and beneficial than imagined) which has enabled them to invest in things like car loans, health insurance, housing, and other factors fundamental to members’ ability to pursue economic opportunities
- Use this effort to connect for RRRISE to go after federal/DOI/other funds for Tribes in the region

Next Steps

- Questions about how the Tribal Planning Table fits into the RRRISE process – do their recommendations have weight like the other tables? Seems like not – why?
- Question to the rest of the process: what specific meaning and accountability is associated with the concept of “equity?”
- Interest in meeting more, no specific dates settled upon

Equity Council

Eight members of the Equity Council met to discuss plans for the future work of the Equity Council and provide feedback on the Equity Planning Toolkit. They also discussed areas where there continues to be a lack of funding for several high priority issues in the region, including food insecurity, substance abuse, mental illness, and birth equity. The group agreed that the work of the Equity Council would need to continue past September and identified benefits to the continuation of the Equity Council as well as concrete next steps.

Future Work

Key focus areas for future Equity Council work include:

- Providing support and capacity building opportunities for CBOs, especially those without experience in grant writing. This type of assistance might look like developing systems for mini-grants and making connections between CBOs and private funders.
- Developing mechanisms for providing feedback on projects (i.e. rubrics, scoring strategies) to ensure equity continues to be a priority.
- Continuing to advocate for the needs of rural communities and priority populations at the state level and holding funders accountable to the unique needs of our community.
- Identifying shared metrics of success to be able to document and track progress.

Next Steps

In order to ensure that the Equity Council continues past September, the members discussed the importance of:

- Checking back in with all Equity Council members to confirm that they want to continue on the council, and then ensuring the active participation of all who agree to continue.
- Developing transparent communication both internally between different RRRISE tables and externally with funders.
- Strengthening connections and building relationships between sectors in order to develop cross-cutting relationships and a more direct process for project leaders.
- Doing homework on the Catalyst funds to identify where the Equity Council would fit in and then documenting the benefits of continuing to fund the Equity Council.

Equity Toolkit Feedback

The Equity Council reviewed the Equity Planning Toolkit and provided the following feedback:

- The Council found the Connection Cards to be helpful for the exercise and recommended including additional personas to ensure there was adequate representation of priority populations.
- Council members felt that participants would need more time to familiarize themselves with the reference materials and recommended that all documents be sent in advance.
- The Council made a recommendation to simplify the language used on the worksheets and to provide definitions/examples of the type of information that is needed so as to decrease confusion or misunderstanding.
- The Council made recommendations to update information on the Priority Populations reference document to ensure that it was adequately representative of the region.

Voting Block

Key Decisions

- An ad hoc committee of 9 was selected and directed to work on bylaws and other organizational structural and procedural issues. Scott Adair to chair the committee, which will hold 3 meetings aiming to complete work in July.
- Members revised and approved the RRRISE Vision Statement:

“The Redwood Region is a healing place where everyone belongs, with stable jobs, accessible healthcare, and a thriving natural environment. Together, we work towards a future where anyone can thrive.”

Discussion on Voting Block Work Plan/Organization

- A 60% majority vote is needed to approve measures and make decisions. Efforts will be made to reach consensus wherever possible. Accommodations will also be made for members to vote remotely when possible.
 - Is 60% of all voting members or 60% of attendees with a quorum the rule? (Answer: no quorum needed...60% of all members required to approve an action)
 - Do we allow or encourage re-votes?
- Need good digital tools that ensure transparency and accountability when it comes to votes.
- How do we best represent our work publicly, in a way that ensures maximum trust?
- Are we under any open meeting rules? (May need to research but our belief is that we are not, that it's not in any contracting provisions, but that we want to act almost as if these rules do apply.)
- There is strong agreement on allowing proxy voting.
- There is strong agreement on Zoom or hybrid meetings/voting.
 - We need to get good at hybrid meetings...which is hard.
 - Schedule voting block meetings well in advance, and cajole members to protect this time.
- Get agendas out in a timely manner. (Decided: shoot for 10 days, but no less than 7. Consider being able to add important items/issues after the initial agenda goes out.)

- There was some discussion on having public comment for items not on the agenda. This requires tactical management such as limiting total time, individual time, etc.
- All comments, projects, etc., should come via CCRP from the tables and councils.

Discussion about Catalyst Fund / Projects

- Target date to evaluate projects: September.
- Recommended work plan: finalize decision rubric, identify volunteer scorers, scoring training.
- Easy to forget, but critical: can we formalize, or at least coach people, on processes to get funding for projects outside of the California Jobs system?
- How can we, or can we, offer technical assistance for non-traditional applicants for funds? As was pointed out, this will still be burdensome to those who haven't done it before.
- How can we add data for non-employer firms, those self-employed people with a company of one? They represent a large percentage of private sector economic activity in our region.

Sector Tables

RRRISE released an RFP in fall 2023 to contract with business leaders in four priority sectors identified in Phase 1 of the regional planning process to serve as Sector Table Coordinators. Sector Coordinators convene and facilitate sector tables tasked with developing strategies for Regional Plan part 2.

Sector tables have met different numbers of times and are in mid-stages of their work. Sector Tables will submit their final deliverables (sector strategies and input for the sector-neutral and economic mobility strategies) at the end of June. During the convening, Sector Coordinators called for a cross-sector report out at the close of the separate Day 1 breakout sessions, and for a cross-sector meeting with the Voting Block, which was included in the agenda on Day 2.

The goal for the breakout sessions was to clarify, and gather feedback and input on, draft goals and strategies developed in previous meetings and to seed new connections and participation in the work. Work conducted during the breakout sessions is recorded below.

Arts, Culture and Tourism

Vision and Values

Sector table members discussed Vision and Values guiding their work and reviewed the Purpose Statement:

“Leverage the responsive, flexible and innovative industries of arts, culture, and tourism to stimulate economic activity, create sustainable living conditions within the sector, provide service to our communities, and promote the values of hope, joy, equity, and creativity, thereby raising the quality of life for everyone.”

Feedback:

- Hope-based Economy
- “Service to our Communities and our Visitors”
- “Transformational Mindfulness Leadership”
- “Leverage” - What is a synonym, less corporate? - “Amplify”?

Other Values

- Agency
- Peace
- Equity Empowerment
- Self Worth
- Intergenerational
- Interdisciplinary
- Education
- Place keeping
- Balance
- Sustainability - balanced with Stewardship
 - Education
 - Equity Empowerment
- Youth Support
- Artist Direct to Market Framework
- Education Bridge
- Engage High-worth Part-timers
- Breakdown Barriers - into statements?
- Youth Building Blocks - CTE
- Storytelling/Language

Equity

Participants discussed the importance of culture and equity in rural regions, and the need to honor and nurture support networks, LGBTQ+ and BIPOC individuals.

- LGBTQ2S+ often leave the area due to lack of social and economic support, including funding support
- The ACT Sector must integrate and center indigenous approaches to community-building and cultural development, as well as any expansion and growth in the outdoor recreation/tourism industries.

Sector Goals

- Collaboration within the ACT sector.
 - Are RISE-identified projects/investments with similar or synergistic goals and strategies within the sector able to find points of collaboration, build relationships, and enhance regional impact and efficiency through cooperation?
- Sustainable, recurring economic activity generated.
 - Visitors, guests, patrons, and their economic activity.
- Thriving live/work conditions for sector workers/participants.
 - Are sustainable, thriving careers available in the region for sector participants? Are sector participants able to enjoy the same career stability and safety nets present in other sectors?
- Contribution to community quality of life.
 - Placemaking/keeping, behavioral health, community narratives and a new 'Hope Economy'.
- Collaboration with other sectors.
 - Agri- and eco-tourism are prime targets for collaboration with the Working Lands sector. Potential collaborations with Allied Health present compelling future possibilities

- Regional impact.
 - Reach & Replicability
- Environmental sustainability within the sector.
 - The level of environmental impact generated by activities within the sector.

Strategies & Tactics

Regional Networking and Resource Sharing

- Regional asset mapping and networking
- Regional branding
- Regional research & development

Training, Mentorship & Skill Development

- Entrepreneurship training
- New certification and professional development programs
- Facilitation/training for partnerships with other sectors/industries

Creative Placemaking/keeping

- Cultural hubs, interpretive centers, makers spaces, & live/work spaces for creatives
- Social innovation & creating livable communities
- Addressing rural isolation through mobile services

Participants also discussed synergies across development strategies - complementary development strands working together.

Health and Caregiving

The session started with an update on the previous meetings. After giving updates, the members with other guest participants did a SWOT analysis of the Health and Caregiving Sector in the region. After doing the SWOT Analysis, the sector coordinator presented the framework/ shared outcomes of the sector table and brainstormed ideas and strategies on how to achieve their shared objectives.

Vision

Redwood Region RISE Health and Caregiving Sector Table is committed to working with the diverse and dedicated voices in our communities to create a 10 year plan that will align with our core values and respond to the diverse regional needs by:

- Treating health and caregiving as essential infrastructure for economic prosperity
- Addressing the acute shortages of workforce and a need for a diversified labor force in health and caregiving fields, with both long and short term workforce pipeline strategies
- Recommending economic investments that improve health equity and SDOH outcomes which will lead to a healthier region
- Looking at cross sector opportunities that will provide essential foundations for economic prosperity and improved health outcomes

These investments will support the foundation of a sustainable regional Health & Caregiving sector and will **improve economic prosperity** and **health outcomes** for **ALL** who live in the **Redwood Region**.

Outcomes:

- Empowered Priority Communities
- Stable and Resilient Healthcare & Caregiving Infrastructure
- Healthy, Equitable Communities

The Strengths, Weaknesses, Opportunities and Threats

Strengths

- Passion and Commitment
- Education and Training
- Collective Impact
- Community
- Cross Organization collaboration (501c3 and LLC)
- Increased awareness of ACES, trauma and early intervention
- Community schools investment on early intervention and prevention
- There's lots of resources and funding

Weaknesses

- Lack of housing especially for people needing support
- Working in SILOS - there's an opportunity to improve
- Ruralness - has impact on funding "urban structuralism"
- Cohesive development from K-12 to Workforce; there's an equity issue- who has access to this?
- Transportation Infrastructure
- The parallel process impacts the collective impact on healthcare access
- Lack of childcare access for working families
- Poverty and limited access to basic needs
- Labor shortage and low pay
- Community transition of care
- High acuity populations being triage at cost centers
- There are lots of resources but there is zero connection
- Cal AIM is underutilized

Opportunities

- Education/Training/Cost of Living
- Laddering Opportunity
- Training facility that can meet local demand - will increase engagement in Workforce
- Self insured and shared savings
- Aligned recruiting
- Cal AIM; HV; Early Intervention

Threats

- Funding politics
- Policy challenges; Social Security issue
- Hospitals - Financials/Seismic
- Healthcare mandated minimum wage
- Financial impact on healthcare; service provisions (OB)
- State budget reductions

- Rising elderly population and folks with A.S.D
- Aging parent caregivers
- Licensing challenges
- Structural urbanization

Strategies

Increase Workforce Pipeline - Alleviate regional workforce shortages in healthcare, behavioral health, allied medical, and caregiving sectors through targeted and strategic interventions.

- Retainment of locals for Healthcare and Caregiving professions
- HHS pipeline project with KIMAW
- Increase wages for retainment
- Building houses for workforce with KIMAW
- Cal Polytechnic Humboldt as a Hub
- Bolster Mendocino RN program
- Tap potential workforce with D.D. and We Are Up mission
- Increase wages; try AHP Project

Support Sector as Essential Infrastructure in Economic Prosperity- Foster the stability and expansion of key sector clusters (healthcare, behavioral health, and caregiving) that support economic prosperity

- Life plan Humboldt and We Are Up
- Broadband
- Triage Center (expand supports)
- Childcare
 - liability
 - as public good
 - stipends for providers
 - AEDC Stabilization fund
- Education on need (new facilities, NIMBY, culture shift/cooperation - advocacy)
- Clinician as CEO (through SBDC)
- Cal Grows project with embodied labs; CSU Channel Islands
- Invite Rural Community Housing Development Corporation to the sector table

Improve Health Equity and SDOH - Enhance health equity and health outcomes by improving social determinants of health through targeted universalism

- How do we provide access across economic lines (childcare onsite)
- Broadband
- Brick and mortar to support small practitioners (support admins side; billing)
- Healthy Mendocino work
- Pilot cultivating, higher paying positions in caregiving
- Collective Impact Initiatives focused on equity or SDOH outcomes
- Key Racho Strategies and learnings

Other questions asked from the group:

Q: What does success look like?

- Shared understanding; de-siloed work and information

- Pathway to educational attainment for Registered Nurses.

Questions for other Tables:

- Housing Access - presenting elsewhere?
- Broadband Access - impacts telehealth; last mile service into frontier
- Social Cohesion - how do we cultivate community?
- Policy issue: Social Security impacts/implications of people who want to join workforce
- Transportation infrastructure

Renewable Resilient Energy

Sector Coordinators David Narum, of Blue Lake Rancheria and Lacy Peterson, City of Fort Bragg opened the Renewable Resilient Energy group by welcoming in new attendees and giving space for introductions to share what people were excited to collaborate on.

Vision/Purpose Statement

We foster collaboration, equity, meaningful engagement, and advocacy in our pursuit of advancing renewable and resilient energy initiatives across the Redwood Region. We pursue GHG reduction by uplifting the local workforce to support inclusive and accessible clean energy and energy efficiency solutions.

Strategies:

1. Support a regional workforce development initiative to train the next generation of energy professionals across solar, wind, energy efficiency, microgrids, and other key industries, with an emphasis on diversity, equity and inclusion.
2. Develop a community energy resilience and reliability program to deploy distributed renewables, energy storage, grid modernization, and energy affordability retrofits for enhanced climate resilience and rural electrification.
3. Foster a circular energy economy based on utilizing local waste streams to produce renewable biofuels and bioproducts, with robust cross-sector partnerships.

High level themes from this session included:

- This sector table is focused on developing strategies that promote a circular economy, where materials never come to waste and nature is regenerated, but recognize there are critical gaps in processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting.
- Concerns about workforce housing and reliable/consistent transportation, and the lack of it preventing growth across many sectors and the region.
- Concerns raised related to how to balance the short term gains of one time large infrastructure projects and finding opportunities for sustained jobs over time at a multi-county regional level.
- The group discussed the need to surface innovative renewable ideas and strategies to support ideas through to implementation including mapping the systems could help surface critical levers and interventions that might get in the way.
- Capacity building with people in the region and exploring renewable technologies that can be processed and built in the Redwood Region.

Current State: There are regional unknowns, with siloed workforce county by county and the competitiveness, overlap and repeated efforts, lots of talking but the strategy needed for regional collaboration is missing.

Strategies needed:

1. A regional workforce development strategy in renewable energy needs to be created and a way to surface human resources that already exist with a mentorship network.
2. Systems mapping with transparency and information sharing are a key- health care model surfaced as an example that has worked.
3. Innovation hubs to promote energy efficiency and renewable technologies that complete the gaps in a fully circular economy

Future State: The region would be a thriving community by hiring local people to work in a renewable energy industry with regularly employed living wage jobs. There would be energy affordability and independence with efficiency of time, efforts and resources. Transparency and information sharing would enable easy to find information with accessibility. Workforce and career path development institutions collaborate across the region and are thriving in renewable space.

Needs

- How might we create, fill and retain jobs in renewable energy?
- Training in rural communities-could catalyst funds be used to do a feasibility study?
 - Education/training: College of the Redwoods and Cal Poly Humboldt regional hubs (what is the Mendocino/Lake educational hub?) and need to invest in middle and high school strategies and pathways for jobs 5-10 years out
- Financing mechanisms need to be figured out, ex: 4 years to spend down, with 2 streams of funding and technical assistance out in the community to build capacity.
- Fractional investing & tax incentives to promote circular economy
- Individuals and small companies with no established credit, how sharing costs and new mechanisms for small businesses and minority/women owned businesses
- Gear equipment rentals for larger expensive equipment, creates shared costs and decreases risk for one business owner
- Rural remote communities need access to fuel switching and home energy efficiency
- Need to map the ecosystem in sector, who is doing what, where, needs etc. and timing now vs future
- Creativity and systems thinking gaps in region and in future workforce
- Bio Based Materials-need to create industry specifications in the US and barriers remain in testing products
- Interactive Design-we want what energy lets us do, the service provided, not the energy itself
- Wage gap for workforce to afford to live here, cost of living too high and wages too low

Opportunities already underway

- Blue Lake Rancheria- supporting multi-tribal apprenticeship with low voltage technicians (happening)
- Seed to turnkey - hemp industry, barriers on insurance for housing building materials-hempcrete
- Technology used for hempcrete uses soundwaves liberator to breakdown materials, can be used on blades for wind turbines
- Humboldt workforce and supply chain approved 450k OSW large feasibility study
- It's Your Move-social innovation training for youth, adult ed program at College of the Redwoods done pre-pandemic, ThinkPlace & EdInstitute nonprofit curriculum
- Use automation with incomes big enough to actually live and support a family

- Growing leaders in business management and developing workforce with management skills
- Tap into international business mentors, many retired people in region with this expertise-leverage and grow network and next generation

Working Lands and Blue Economy

Sector Coordinators Connor Hackett (Working Lands) and MaryAnne Petrillo (Blue Economy) welcomed many new participants to this first in-person sector table meeting and distributed draft summaries of the vision, goals and strategies produced by this sector table.

The goal for this session was to clarify, and gather feedback and input on, draft goals and strategies developed by the sector table in previous meetings. The intent and process of this group is to focus on systems and iterate steps that can take the sector toward vision and goals.

Because the sector is so large and diverse, it is facilitated by two coordinators - one focused on Working Lands and the other focused on the Blue Economy. The goals for each are similar, but may not be able to be combined into joint high level goals.

Participants introduced themselves and spoke about what brought them to the meeting.

The sector coordinators acknowledged that collaboration and the RRRISE Collaborative is messy and cited experience with the Noyo Harbor project as an example of a collaborative effort that took a couple of years to take off and see ideas come to fruition. The land and sea are this region's assets and can be economic drivers. They acknowledged appreciation for the diverse backgrounds of everyone attending the meeting and everyone in the RRRISE Collaborative.

Working Lands

Vision: The Redwood Region stands as a global leader, innovating circular natural resource and agricultural economies rooted in tradition to cultivate regenerative ecosystems that yield enduring health, wealth, and climate benefits for a vibrant and diverse community for generations to come.

Goals

- Thriving Agriculture, Forestry, and Supporting Sectors
- Regenerative & Resilient Ecosystems
- Flourishing, Connected, and Empowered Communities

Directives / Strategic Approaches

1. Developing Value-Chains: Invest in processing, storage, and distribution infrastructure, value-added product development, resource productivity, and innovative business models to increase resiliency and regenerative capacity of regional working lands system
2. Expanding Markets Develop initiatives to expand markets and drive demand for regional products, increase community and industry engagement and education, promote tourism, and curate a regional brand

3. Building Coalitions of Support: Build a regional network of support initiatives that increase productivity, resilience, access to capital, availability of healthy food, policy alignment, organizational capacity, research, education, and workforce development

Blue Economy

Vision: The Redwood Region is poised to become a global leader in rural regenerative blue economies. To achieve this, we will form collaborative networks of stakeholders to advocate for policy and investment, drive innovative technologies, revitalize infrastructure, create robust and expanded markets, and advance oceanic research.

Goals

- Drive Ocean Research and Innovative Marine Based Technologies
- Cultivate Regenerative & Resilient Ecosystems
- Empower Communities to Advocate for Balanced Policy Change

Strategies

1. Shorten Supply Chain & Regional Food Resiliency: Invest in value-added product development and processing, transportation, storage, and distribution infrastructure
2. Expand Markets: Develop marketing initiatives to drive demand for regional products, increase community demand and curate regional brand
3. Building Support Systems: Enhance port infrastructure through investments, simplify permit process to foster entrepreneurial growth and enable marine-based accelerators and incubators to launch

General Open Discussion

- Threat: the diminishment of working lands and their regenerative capacity
- Challenge: people cited the higher costs of locally produced food as a barrier to production and disincentive in the market
- Integrating supply chains can help balance price and cost and keep goods in our region
- Asset: deep roots - intergenerational investment in these lands and livestock

Q: What kinds of projects succeed?

A: MaryAnne Petrillo - Noyo Harbor project received CERF Pilot Project Funding (there are 8 across the state). The key to success in this project (and others that received pilot funding is the combination of infrastructure + training + collaboration. MaryAnne offered to share information about the [CERF Economic Development Pilot Project](#)

- The in person connection at this convening is far more valuable than any proposed funding we could get through this process. We are in a position to change the future of this region just through relationship and working together

Barriers / Challenges

- Cost of transportation- moving goods

- Lack of processing, manufacturing and value added processing
- Cost of specialty manufacturing and retail from a county- SCALE
- Scale is an issue at the industry - to- industry level and sector - to - sector level
- Regulatory frameworks
- No student housing
- No housing for workforce / research
- Water (access to)
- Cost of land
- Economies of scale - competition with the rest of the state and other countries
- Public health concerns and associated costs
- Regulatory compliance - lack of understanding how to get this work done - need landowner education
- Landowner education - CEQA expertise is not needed - but a basic understanding of how to qualify for low-cost services. For example the connection with fire safety and community safety
- Need diversified support services that are hard to find in a rural region - data, grant support and education - to enable grant writing and to secure funding
- Need education on the nutritional value of the food we are growing compared to mass produced / non-local to justify the price. We need to keep resources where they are supposed to be in the regenerative cycle (e.g. fish composts and adds nutritional value)
- Need funding to maintain project staff once projects are successful
- State deficit - impacts local funding for farmers - Market Match is on the cutting block.
- Health of CA Economy - will grant funding be out there? Will we get support from the state?
- Need for advocacy - we don't do enough of this, especially compared to the rest of state. Need a thoughtful approach to this. Advocacy is important wherever you go -we can be our own advocates.
- What is our value proposition to local citizens? "What does this mean to me?"
- We need to communicate to our biggest fan base.
- Need citizen and community buy-in - people who receive value from our work don't know what they are getting
- People don't see the positive - focus is on the negative
- Positive is often small and incremental.
- Advertising is important!
- There are no more local reporters - you are your own best salesperson - use social media and put it out there
- We always hear about what's bad - it's on us to pressure our local news to feature the good
- If we want to engage the community, need to address "overwhelm" - address housing, food - cover all the bases
- Transportation is a significant barrier
- 3rd and 4th generation producers can ground truth what is needed but never get asked by researchers - make sure research works with people on the ground. We fund a lot of research but very little is practical and grounded.

Ideas

- New connections help steer production in new directions
- We need a visual picture of how all producers here connect - Joshua has one to share
- The Venn diagram on the back of the working lands summary sheet is an idea - conceptual representation of this. However, it doesn't address how Blue Economy comes into play

- Initiatives should intersect with this
- Key part of this is how to drive demand and value, marketing and tourism, to bring price and cost into balance
- Focus on capturing CalFresh dollars coming into the community
- Be creative in terms of how state program dollars can be funneled into our communities rather than to big box stores - the challenge is local pricing
- Education - to get people to the farmer's market - Market Match program
- Advocate for policy and funding - save market match
- Having farmers markets that are accessible (many are difficult for people to get to and/or carry food from)
- Support people who are here - Keep people in business at a cost of 10% - we have entrepreneurs that come with risk and spend money chasing uncertain results.
- Timber is not dead - come to an agreement on how to leverage biomass
- Make advantageous investments -for example, in Golden State Broadband
- Resolve bottlenecks with transportation
- promote local products
- Bring together producers - e.g fisherpeople - and researchers to work together to make sure "truth is truth" and policy reflects needs and realities
- Tap into large indigenous populations to support and lead research

Example: Redwood Meats - supports over 100 producers regionally. potential closure means we don't have local processing. This means farmers will close - we can't ship products. Need to support what is here now - think about how to add value and possibly expand. Need to solve for this - same challenge as fisheries.

Question - how can we provide capital to local farmers so they can reduce prices so more in the community can afford local products.

Need for water connects inland and ocean fisheries - would love to see restoration added to the strategies. Economy and ecosystems are integrated.

Cross-Sector Meet-up Q & A

Sector Tables convened as a group for approximately 30 minutes to report out on table discussions at the session.

Common Themes and Key Messages

- Wish for increased cross-sector collaboration and communication to help seed regional work
- Need for regional ecosystem and asset mapping, regional branding and marketing, relationship-building within sectors
- Need for sector-specific skill training, entrepreneurship, small-business, and worker-ownership support and long-term career pipeline/pathways
- High production/service costs and low wages
- Infrastructure challenges (housing, transportation, broadband, healthcare)

- Sustainability - ongoing access to funding, capital, investments aligned with regional values, and priorities
- All are focusing on ways to define and address equity/equitable outcomes in their sector

Questions / Comments

Q: How do we get from these high-level strategies to funding for projects?

A: We need to develop the regional plan first. We are working on the process for funding - for example, developing a decision rubric and decision-making process.

Q: What is the timeline?

A: We hope to have details by the summer/end of June. We hope to have funding for developing projects by the fall. You can watch the RRRRISE [Progress Update Video](#) to learn about the process. We are committed to moving forward and keep the process moving.

Q: Can we add a sector? Housing is so important!

A: There are cross-cutting needs across sectors. These will be addressed in our plan (they are included in the state’s outline for Regional Plan Part 2).

Comment: We need to ensure ownership of our own solutions - make sure funding reaches communities for their own betterment. This room doesn’t reflect the diversity of our communities.

Collaborative Report Out

Each table was allotted 3-5 minutes to share highlights / key points about work completed and topics discussed in their breakout sessions.

RR RISE Table	Report Out Highlights
Tribal Planning Table	<ul style="list-style-type: none"> ● Early consultation, Tribes’ input on process in beginning ● Healthy Tribal nations (workforce development, health care, self-sufficiency) is a good thing for everyone ● What is our role and function> True Consultation - not just checking a box. Examples of good inclusion - i.e. the burning ● Opearionalize equity and hold ourselves accountable, develop innovative approaches ● Learning about how this group interacts with others and how the funding works
Equity Council	<ul style="list-style-type: none"> ● Purpose of Equity Council- provide equity through the process (prototyping equity toolkit - need feedback) ● Decisions - continue work beyond September ● Ensure all are present, collective meeting ● Strengthen and build relationships between sectors ● Improve project leader process - work more directly with everyone, cross-cutting relationships reduce misunderstanding

Voting Block	<ul style="list-style-type: none"> ● 27 members present at this gathering ● Refined vision statement and approved - will share with all ● Formed 9 member ad-hoc committee to develop bylaws and organizational structures/processes
Arts, Culture, Tourism	<ul style="list-style-type: none"> ● Looking for ways to share, expand and support each other - open to meeting with other sectors ● Look for balance, growth, preserve what matters, create joy ● Supporting both residents and visitors ● Shared experience: rural, beautiful, challenges that make it difficult to live here ● Marketing and branding are key to spotlight what we have here
Health & Caregiving	<ul style="list-style-type: none"> ● Being willing to try things together ● SWOT analysis of industry: increase workforce pipeline; identifying SDOH and health equity
Renewable, Resilient Energy	<ul style="list-style-type: none"> ● Different from virtual conversations- great to have new voices and ideas ● Need to talk across sectors - what does the workforce development ecosystem look like? (need to learn more about gaps/overlaps) ● Providing training, especially areas that are more difficult to access (use virtual tools to democratize) ● Fostering skills development - Pre-K to gray - thinking creatively and innovatively. ● Capitalize on the energy that exists here ● Cross-cutting issues: transportation, affordable energy-efficient housing, healthcare
Working Lands and Blue Economy	<ul style="list-style-type: none"> ● Current work is being done in isolation - how will sector tables connect with other tables? ● Great experience coming together as table leads ● Gain understanding of the goals, roles and process of the other groups

Equity Toolkit

RRRISE attendees participated in a collaborative activity to prototype the first version of the Equity Planning Toolkit. Attendees worked in groups of 4-8 people. Each group had a project initiator who had submitted a project idea through the RRRISE project inventory form (or planned to) and used this project as an example to test the tool. ThinkPlace provided facilitation of the activity and recorded participant feedback. The feedback will be used to make updates to the Equity Planning Toolkit to ensure that it meets the needs of RRRISE team members and communities.

Feedback

The major feedback that emerged from this session included:

- *What is Working*
 - The Connection Cards were extremely helpful in understanding priority populations

- The collaborative nature of the toolkit and the opportunity to deeply brainstorm with others was appreciated
- Participants felt that the toolkit provided a concrete process for thinking through how you can include equity in a project
- Participants found value in mapping out the strengths and needs of the project in relation to personas on the Connection Cards
- *Areas for Improvement*
 - Participants need additional time both to review materials and to actually work in groups. This is something that was also brought up during the Equity Council feedback session.
 - Many recommended conducting the activity earlier in the day
 - There was confusion around universal design principles and how to incorporate these into the design.
 - There was a lack of clarity around the sequencing and labels of worksheets.
 - Participants recommended adding more personas to the Connection Cards to ensure there is adequate representation of all priority populations. This was also something that was mentioned during the Equity Council feedback session.

Next Steps

The ThinkPlace team will develop an updated version of the Equity Planning Toolkit based on the feedback received from this prototyping session. The team will send the Toolkit update work plan to NCO, Equity Council, and CCRP for review by May 27.

Day 2 Sessions

CA Climate Change Assessment

Dr. David Narum, Cal Poly Humboldt and Blue Lake Rancheria Tribe, led an interactive session California's 5th Climate Change Assessment. The Assessment is conducted to:

- Fill knowledge gaps and further research in priority areas
- Inform how the Climate Assessment is allocating funding
- Contribute to the scientific foundation for understanding climate-related vulnerability
- Support implementation and decision-making at the local level
- Focus on the most vulnerable communities

Public Engagement and Outreach is active throughout the Assessment period (2022-2026). Climate data and scenarios are complete. Technical reports and Tribal research are in production. Regional, Topical and Synthesis reports are being produced between 2024-2026.

Regional Report Themes

- Natural & Working Lands and Waters
- Built Infrastructure
- Social and Cultural Systems

Regional Report Cross-Cutting Topics:

- Governance
- Economics and financing
- Equity
- Traditional knowledge(s) and Tribal expertise/impacts

Dr. Narum led the group in discussion and exercises to brainstorm positive solutions to climate challenges. Best case solutions included:

- positive pressure buildings
- unions
- air filters and misting in buildings
- filters and breathing apparatus

Feedback on discussion and exercises in the session included:

- appreciation for the power of storytelling and passing down knowledge of weather patterns
- storytelling is about building a bigger picture - not just a checklist
- discussion generated comprehensive and practical solutions - knowledge is in the room
- the process generated ideas and collaboration

To obtain a copy of the public outreach survey, please contact Dr. Narum at david.narum@humboldt.edu

Food Insecurity Panel

Food insecurity is a chronic issue for our region with distressed communities experiencing upwards of 85% food insecurity at any given time of the year. This discussion panel reviewed details of the programs and the people responsible for each of our counties' feeding programs and discussed approaches for utilizing our resources and opportunities for creating resilient food systems in our region.

Panelists

- Andrea Lanctot - Crescent City, Community Food Council Director, Family Resource Center of the Redwoods, Del Norte & Tribal Lands Community Food Council
- Megan Kenney - Eureka, Harvest Hub Director of Cooperative Distribution, North Coast Growers Association
- Robert Sataua - Eureka, Emergency Food Response Coordinator, Food for People
- Heidi McHugh, CalFresh & Policy Advocacy Coordinator, Food For People
- Haerah Baird, Manager Mendocino Food Hub, North Coast Opportunities
- Anglea Dominguez, Administrative/Grants/Office Manager, Mendocino Food & Nutrition Program, Fort Bragg Food Bank

Discussion topics addressed by the panelists included:

- Identifying systemic weaknesses in the food system and proposed potential solutions
- Pandemic's impact on identifying flaws in our centralized/privatized food distribution system and aspects of this system still valuable and worth retaining
- Populations in Lake, Mendocino, Humboldt, and Del Norte Counties most affected by food insecurity and the root causes
- Main barriers/obstacles preventing effective distribution of local food to local communities in our region - factors such as logistics, awareness, pricing, and infrastructure

- Unique resources our region possess that could be better utilized to improve food security and ways might we leverage these assets more effectively
- How technology or innovative practices can help bridge the gap between local food production and consumption and examples from other regions or industries that we could adapt.
- Policies or incentives local governments implement to encourage the growth of local food systems that can address challenges in our region.

After the panel discussion, the room was invited to engage in table/small group discussions on two questions:

- Missing links in the food security system
- Ideas to create lasting and meaningful change in how we manage food supply

Report-out on small group discussions follows.

Missing links in Food Security:

- Transportation
- Infrastructure for processing and distribution
- A local person in Tribal governments responsible for these issues - doing it in silos. Food sovereignty, ag production, mini projects, need a comprehensive umbrella. Megan Baldy with Hupa. Need connections and a leader to coordinate.
- Hupa has a slaughter truck, Megan is USDA certified.
- More educational outreach for traditional food preservation – canning, smoking, pickling, curing.
- Make sure folks have food stored for emergency and disaster planning.
- Developing new crops for ag, diversify the food supply with climate and drought resilient crops
- Mobile food trucks- mobile farmers market to go to outlying areas
- Advanced logistics like a rideshare app for food
- Cooperatively owned storage and distribution facilities
- Bring back expanded child tax credit
- Save Market Match program funding
- Keep expanding community gardens, full accessible
- Mandate wineries to provide space for ag production
- Home advisors from TV, and schools
- Commercial Kitchen Space
- Aquaculture

Lasting and meaningful change in how we manage our food supply:

- When we get government money, how do we use that money to build in sustainability, resilient fund, (large buyers)
- Need Food Hub financial model - How do we secure in absence of grant funds
- Financial management plans and long-term projections
- Tax credits and endowments
- Pitch to Cal Endowment again!
- Be adaptable, change happens
- Mission Driven Finance – talk to Leila
- Tech Soup
- Tool share library
- Reusables
- School gardens

- Planter boxes in the schools
- UIHS- delivers plant starts
- Indigenous representation- intersections between indigenous knowledge and the work we are doing now
- Agro-forestry-economics
- Mobile WIC grocery store with nutrition education and cooking info
- Fruit trees and berry bushes, Guerilla Gardening! Integrating food into the build environment
- LatinX leadership, acknowledge the critical role LatinX people play in agriculture

During the discussion, a participant reported the Humboldt County Juvenile Hall gardening program had been shut down. A representative for the Humboldt County Probation Department announced that the Garden Program is returning.

State Presentation

Danna Stroud, Regional Community-Based Solutions Manager for Central California in the Governor's Office of Business & Economic Development (GOBiz) gave a presentation on California Jobs First.

- California Jobs First is trying to answer one basic question: how can we create an economy that provides good jobs, lifts up the most underrepresented and underserved groups, and moves towards the horizon of decarbonization?
- The work in the Planning Phase will set up the answers the Redwood Coast region provides to this question, and the Catalyst and Implementation projects will be the very beginnings of enacting that holistic vision.

CA Jobs First Program has Three Objectives:

- Priority One: Promote equitable and sustainable economic development
- Priority Two: Support inclusive economic planning that prioritizes high road jobs
- Priority Three: Align and leverage federal state funding to maximize economic resilience

The Regional Investment Initiative (formerly CERF) established 13 regional collaboratives across the state.

- \$5 million awarded per region to develop a regional economic vision and plan in partnership with communities
- Catalyst Pre-development phase – all regions receive \$14 million to catalyze a portfolio of projects and programs that are positioned for state, federal, private investment.
- Implementation phase – bringing regional visions to life by funding projects and programs developed through the process. \$268 million will be available on a competitive basis. State is anticipating some delays releasing the total amount of funding available through this program in some future years 25-26, 26-27, 27-28. The legislature is keeping the funding in the budget but access will be delayed. The investment is still going to be there.

Collaboratives are developing Jobs First Strategies as part of their regional plan. As a collaborative, each region will conduct research and develop economic strategies that prioritize

- Equity
- Sustainability

- Job quality & access
- Economic competitiveness
- Economic resilience

In addition, Collaboratives are responsible for building a portfolio of exploratory, last-mile, and ready-to-go projects, and engaging with both the State and California Jobs First Council to create economic development opportunities within their respective regions.

The work of California Jobs First will be governed by a new California [Jobs First Council](#) comprised of representation from cabinet level agencies. The Council will be Co-Chaired by the Director of GO-Biz, representing job creators, and the Secretary of Labor & Workforce Development, representing workers.

The Council has a mandate to promote interagency coordination and the development of a statewide industrial strategy, known as the California Jobs First Operational Plan.

- The California Jobs First Operational Plan will identify priority actions and equity metrics to further coordinate investments and align actions in accordance with Executive Order N-16-22.
- In October 2024, the California Jobs First Council will develop a website to provide information on California’s unique economic regions, including the regional investment portfolios developed by the regional Jobs First Collaboratives, and the program investments the state is making in support of economic development.
- In November 2024, the California Jobs First Council will finalize the California Jobs First Operational Plan, to include a focus on aligning economic development investments; attracting, expanding and retaining business; and investing in workforce development. This plan will include specific strategies for supporting and engaging disadvantaged communities, as well as research on estimated jobs created and economic impact by priority sector and by region due to State investment.
- In January 2025, the California Jobs First Council will conduct stakeholder outreach to understand the opportunities and challenges around applying for and managing state investments into workforce and economic development projects and will develop recommendations to promote alignment of resources and the simplification of processes for existing and future programs.

Q: How/Will Tribes be represented on the Jobs First Council?

A: The Council’s first goal is to promote state cabinet level coordination on the Jobs First Program. Discussions on how to engage in leadership with Tribes will follow.

Other questions from the audience sought to confirm the timeline, funding amounts and funding availability for successive phases of the Regional Investment Initiative (noted above).

Danna can be reached at Danna.Stroud@gobiz.ca.gov

Voting Block - Cross Sector Meeting

Themes / Key Messages

Summary: The sector tables each shared high level reports on the status of their strategies. The voting block asked questions and offered reflections, giving direct feedback. This was the first time voting block

members had seen the strategies and members recognized more time needs to be given to these conversations and work sessions.

The state Tribal liaison gave significant feedback on the lack of Tribal engagement at the sector tables and noted calling or sending an email is not the way to build relationships with Tribal governments or people.

Voting Block Questions & Reflections on Sector Table Work

- Love the focus on workforce
- Language on slides for Lake County with the Blue Economy- our lake (Clear Lake) is missing in oceanic research strategy
- Gig/Caregiving economy-still work really hard, and not have jobs that pay well with benefits, what collective action can be taken?
- Framework for rural spaces- this is a big question for the state when models shared are all urban
- Blue Economy- Tribal Inclusion? Traditional ecological knowledge, fire as an example of the policies that have been harmful, fire exclusion policy over last 100 years and the impact - but apply that to our water and oceans
- Abalone cannot be harvested, seaweed has toxins and cannot harvest, the absence of Tribal voices who would like to be at the table is noted and needs to be improved
- In person connection with Tribes has invaluable and deeper way than on the phone or zoom-need more of this
- Sector table coordinator information- please share so we can all connect
- We would like to know who is on the voting block and when bylaws are passed
- We need a new org chart with 5 new groups coming on line (CCRP commits to making next week)
- Industries-not visible but vital in agriculture- vegetables, fruit and nut procedures are 12M, Fisheries 37M, flowers 68 million and livestock and ag 139m and Timber 121 M for annual product revenue- the big producers are not at the table.
- Asphalt/builders- focus and engagement to get them in the room, construction trades in renewable sector but it interrelated to cross sector needs
- Animal/Ag industries exist, construction, livestock, timber are the void in sector table representation and strategy development - does it show up in projects? where the gaps are and who is missing?
- Goal to link activities to move strategies along
- How to sustain engagement and impact?
- People fatigued by regional planning across multiple efforts
- Want to see their meaningful contribution
- Will make sure connecting going forward and Disaster Resilience needs to be woven in
- Sustainability-balanced with stewardship, education, equity and empowerment
- Youth support
- Artists direct to market framework
- Education bridge
- Engaged high worth part timers
- Break down barriers-add to statements
- Storytelling/Language
- Youth are the building blocks with Career Technical Education

Next Steps

- CCRP will update the RRRISE org chart
- All will consider how to schedule more in-person time and cross-sector meeting time with the Voting Block

Project Matchmaking Fair

In November 2023, CCRP launched an online [project inventory form](#) to facilitate tracking and sharing information about projects across the region that could be considered for Jobs First funding. Projects can be at any phase of development and must align with the goals of the RRRISE Collaborative. Creating an exhaustive list of projects and initiatives in the Region is intended to help make this important work tangible, promote regional alignment efforts, and strengthen individual, local and collective competitiveness. As of May 2024, 119 projects have been submitted.

The goals for the Project Fair were to help project initiators attending the gathering to share their ideas, and members of the RRRISE Collaborative to identify potential partnerships and opportunities to collaborate on and scale initiatives.

Project initiators signed up for one of three rounds of sessions during which they presented and gathered feedback about their project from others, who were free to circulate the meeting space and visit as many projects as they wished. Project initiators scribed basic information about the project on large format posters to make information easy to scan, including name, location, project elements, and current partners and gathered questions and feedback on what people liked, what could be improved, how people might collaborate, and who else they should speak with.

Project initiators who did not attend the gathering were able to provide information about their projects prior to the fair. Facilitators transcribed the information on posters and ensured project discussions were facilitated by project initiator colleagues attending the gathering.

Projects that presented during the fair included:

No.	Project Name	Project Lead	Organization
1	"A Taste of Culture" experience the culture of small a small town	Traci Pellar	Healthy Start/State Grange
2	Acornucopia	Ben Hittle	Simplysolutions AI
3	BH Black Leaders Fellowship Program	Mo Harper-Desir	Black Humboldt
4	Blue Lake Land and Food Sovereignty Center	Aerin Monroe	Blue Lake Rancheria
5	Bright and Green	Carly Tambling	Bright and Green
6	Broadband Planning – Low Level Design	Kelly Hansen	Mendocino County

7	Building Up Individuals and Local Development (BUILD)	Patty Bruder	North Coast Opportunities
8	CalForest WRX Alliance - Implementing Strategic Actions	Christy Prescott (US Forest Service), Joe Snipes (Forestscapes), others	CalForest WRX Design Team
9	CLIMATE Homes and Workforce Development	Lake County Community Foundation	Lake County Community Foundation
10	Community Garden/Learning Center	Jeannie Fulton	Humboldt County Farm Bureau
11	Cooperative and Appellation Development	Shawn Cherry	Cooperative Agriculture Network (CAN)
12	Crescent City Downtown Revitalization Project and Update to Countywide Comprehensive Economic Development Strategy (CEDS)	Bridget Lacey	City of Crescent City
13	Dairy Regeneration and Innovation Center	Thomas Nicholson Stratton	Six Rivers Dairy Association
14	Destination Wellness Southern Humboldt-Equine Therapy	SoHum Health	SoHum Health
15	Disaster Response Plan	Darlene Spoor/Kerry Venegas	AHP/CTFS
16	Economic Fuel Incubators	Wil Franklin	North Coast Small Business Development Center
17	Economic impact of Small Business in the rural north	Mary Anne Petrillo	West Business Development Center
18	Ejido Farming Cooperative	Kevin Malone, Hilda Contreras	
19	Farmer Incubator and Accelerator	John Bailey	UC Agriculture and Natural Resources Hopland Research and Extension Center
20	FB Municipal Broadband Utility	Sarah McCormick	City of Fort Bragg
21	Five-Year Subscription to Analytics Platform to Inform and Facilitate Economic Development and Tourism Efforts	Katrina Kessen	Greater Ukiah Business and Tourism Alliance

22	Gateway to the Redwood Region-Support/Develop Visitors Centers	North Coast Tourism Council	North Coast Tourism Council
23	Harambee Village and African Museum	Valetta Molofsky	Harambee Cultural Center
24	Hempcrete Panel factory and Supporting technologies and natural resources for housing security	Lisa Sundberg	Indigenous Habitat Institute
25	Hmong Slaughterhouse/Meat Processing	Poua Vang	The Hmong Association of Crescent City
26	Housing Mendocino Coast	Sarah McCormick	City of Fort Bragg
27	Humboldt Cardboard Shredders	Carly Tambling	Bright and Green
28	Humboldt Child Care Stabilization Project	Susan Seaman, Jade Hoff	AEDC,CTFS, FSH
29	Humboldt Fisherman's Dockside Market	Megan Kenney/Ashley Vellis	NCGA
30	Lake County Botanical Garden	Stephen Dilley	Self
31	Liberated Futures Lab	Susanne Sarley	Pathways of Purpose
32	Life Plan Humboldt	Ann Lindsay	Life Plan Humboldt
33	Manzanita Cooperative: Wild Foods Program	Jed Wheeler	Manzanita Cooperative
34	Mid Klamath Youth Workforce Development Project	Carol Earnest	Mid Klamath Watershed Council
35	NO HUM Manufacturing Hub-Woodlab Designs & CPR Aquatics Inc.	Jeremy Harris	Woodlab Designs Inc
36	NorCal Art 2 Market Place	Scott Joachim	N/A
37	North Coast Resilient Food System Network	Portia Bramble and Andrea Lanctot	North Coast Growers' Association and Del Norte and Tribal Lands Community Food Council
38	Performing Arts/Civic Center	Nick Rail	Partnership for the Performing Arts
39	Red Hills Bioenergy Facility and Central Wood Processing Plant	Thomas Jordan	Scotts Valley Band of Pomo Indians
40	Redwood Coast Trails: Using Trails as a Catalyst for Economic Prosperity	Sal Munoz	Redwood Parks Conservancy (RPC)

41	Redwood Discovery Center	City of Crescent City	City of Crescent City
42	Redwood Region ACT Together Network	Sabrina Klein Clement Calder Johnson	ACT Sector Table Coordinators
43	ROC and ROL- Revitalizing our Communities and Reclaiming our Lives	Westside Community Improvement Association	Westside Community Improvement Association
44	Rural Arts and Wellness	NCRT, Inc	NCRT, Inc
45	Sacred Life Recovery Services Treatment Center	Raevan Shepherd	Sacred Life Recovery Services
46	Tan Oak Park Training Center	Will Emerson	Northern Mendocino Ecosystem Recovery Alliance
47	Vision of Hope Village	Tracy Martinazzi/ Robin Aceves	Vision of Hope Village/
48	Vocational Training for Sheep Industry	John Bailey	UC Agriculture and Natural Resources Hopland Research and Extension Center
49	We Are Up	Mary Keehn	We Are Up
50	Western Klamath Prescribed Fire and Workforce Development Project	Mid-Klamath Watershed Council	Mid-Klamath Watershed Council
51	Wool Industry Cluster	Hopland Research and Extension Center	Hopland Research and Extension Center
52	Workforce Training by Service Provider for Service Provider	Arcata House	Arcata House

A list of all projects submitted through the RRRISE project inventory form which have also agreed their project can be shared publicly is available on request from CCRP to enable the RRRISE Collaborative to move forward with strategy development. Contact ccrp@humboldt.edu.

Alignment with Regional Plan Part 2

This section of the report outlines how work conducted during the convening relates to content required to complete Regional Plan Part 2. It notes progress toward developing content and suggests areas RRRISE planning tables should consider for further development.

Vision and Goals	
<p>a) Anticipated Goals and Outputs for Strategy Development Process</p>	<p>Progress:</p> <ul style="list-style-type: none"> ● Regional Vision Statement Approved <p>“The Redwood Region is a healing place where everyone belongs, with stable jobs, accessible healthcare, and a thriving natural environment. Together, we work towards a future where anyone can thrive.”</p> <ul style="list-style-type: none"> ● Voting Block and Sector Tables have developed goals, strategies and are working on governance, strategy, implementation outputs.
<p>b) Ongoing and long-term strategy for community input and engagement through strategy development process</p> <p>i) Tailored engagement strategies</p> <p>ii) Feedback mechanisms</p> <p>iii) Transparent, accessible decision-making processes</p>	<p>Progress:</p> <ul style="list-style-type: none"> ● Tribal Planning Table has met 4 times and there is ongoing interest and support from Tribes to continue meeting. ● Equity Council future work/plans include providing support and capacity building opportunities for CBOs; developing mechanisms for providing feedback on projects (i.e. rubrics, scoring strategies) to ensure equity continues to be a priority; continuing to advocate for the needs of rural communities and priority populations at the state level and holding funders accountable to the unique needs of our community; identifying shared metrics of success to be able to document and track progress. ● Most/all sector tables have elevated equity and engagement in their goals and strategies. ● Collaborative members provided input on the design of the Equity Planning Toolkit that can help elevate equity in strategy development and guide ongoing community outreach and engagement and project design and development. <p>Areas for further development: Specific strategies related to content outlined in this section. Including:</p> <ul style="list-style-type: none"> ● Tribal Planning Table called for ongoing work to convene Tribes across the region and to clarify Tribes’ relationship to RRRISE planning and project activities. ● Clarifying processes and procedures for priority community input in decision-making. ● Improving accessibility of communications/materials.
Regional Strategies	
<p>a) Target Sector Strategies. For each Sector:</p> <p>i) define sector; sector development, increasing economic</p>	<p>Progress:</p> <ul style="list-style-type: none"> ● All Sector Tables have developed a vision/purpose statement, goals and strategies/directives ● All have identified assets (e.g., intergenerational roots, strong community and sense of place), strengths,

<p>diversification and resilience;</p> <p>ii) Alignment with job quality, access, equity and climate;</p> <p>iii) workforce development matching skills to available jobs;</p> <p>iv) Alignment with state climate strategies;</p> <p>v) Strategy Implementation.</p>	<p>challenges, barriers and opportunities that help define the sector (breakout session notes above)</p> <ul style="list-style-type: none"> ● All are in the process of developing more concrete implementation strategies toward increasing economic diversification and resilience. ● All called for sector asset/resource/relationship mapping to help identify gaps, strategic action. ● All called for innovation hubs or spaces, leveraging technology, and support for research to explore, identify and develop opportunities in the sector ● All called for regional workforce development strategies training to skills need for growth jobs in the sector <p>Specific within and cross-sector strategies discussed at the gathering included:</p> <p><u>Value/Supply Chain</u> Facilities and infrastructure to support</p> <ul style="list-style-type: none"> ● storage ● processing ● production ● distribution <p><u>Marketing</u></p> <ul style="list-style-type: none"> ● branding ● promotion ● driving demand/balancing price ● markets ● placemaking/placekeeping <p><u>Regional connections/communication</u> Building networks/collaboratives/partnerships to support</p> <ul style="list-style-type: none"> ● equity/community benefits ● within and cross-sector productivity and resilience (e.g., regenerative, circular, disaster response/recovery) ● policy advocacy (e.g., permitting) ● access to capital <p><u>Capacity-building</u></p> <ul style="list-style-type: none"> ● Hubs - innovation, maker spaces ● education (public, youth, worker) ● professional development ● workforce development ● organizational / entrepreneurship / ownership ● asset and ecosystems mapping, research/data, R&D
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	<p>Areas for further development: Specific strategy implementation activities demonstrating:</p> <ul style="list-style-type: none"> ● Cross-sector communication and collaboration to leverage resources and create synergies ● Alignment with job quality, access, equity and climate ● Workforce development matching skills to available jobs ● Alignment with state climate strategies ● High level work plan / tasks connected to other planning / sector tables ● Continued outreach and engagement focused on this content
<p>b) Sector-Neutral and Economic Mobility Strategies:</p> <ul style="list-style-type: none"> i) Problems & Opportunities, regional assets; ii) Increasing economic diversification, resilience iii) Alignment with job quality, access, equity and climate; iv) Workforce development; v) Alignment with state climate strategies; vi) Strategy implementation 	<p>Progress:</p> <p>All sector tables identified the following problems/opportunities:</p> <ul style="list-style-type: none"> ● Need for child care ● Need for regional, sector-specific skill training, entrepreneurship, small-business, and worker-ownership supports and long-term career pipeline/pathways, apprenticeship programs, aligned recruitment ● Projects submitted through the project inventory form are focusing on some of these challenges <p>Areas for further development:</p> <ul style="list-style-type: none"> ● Planning tables called for increased communication and collaboration- opportunities exist to consider shared interest in sector-neutral and economic mobility strategies ● Specific strategy implementation activities addressing content outlined in this section ● Continued outreach and engagement focused on this content
<p>c) Additional Regional and Community Development Strategies</p> <ul style="list-style-type: none"> i) Housing ii) Transportation iii) Food access and security iv) Mental health services v) Other 	<p>Progress:</p> <ul style="list-style-type: none"> ● Sector Tables have identified shared interest in Infrastructure challenges <ul style="list-style-type: none"> ○ possible mobile services ○ livable communities/quality of life ○ workforce/energy efficient housing ○ transportation - goods, services and workforce ○ broadband - to serve education, business ○ healthcare - can concerns be addressed by sector table? ○ Need for health care, behavioral health care ○ Need for child care ○ Food access and security ● The above suggest opportunities for cross-sector collaboration on strategies, projects and investments

	<ul style="list-style-type: none"> Projects submitted through the project inventory form are focusing on some of these challenges <p>Areas for further development:</p> <ul style="list-style-type: none"> Planning tables called for increased communication and collaboration- opportunities exist to consider shared interest in regional and community development strategies Specific strategy implementation activities addressing content outlined in this section Continued outreach and engagement focused on this content
A Path Forward: Institutionalizing Community-led, Climate Forward Planning	
<ul style="list-style-type: none"> a) Maintain partnerships of the Collaborative and governance structure b) Resources needed to sustain the Collaborative c) Vision for developing engagement opportunities for communities and stakeholders during and beyond Catalyst and implementation phases, including project-specific considerations. 	<p>Progress:</p> <ul style="list-style-type: none"> The Voting Block is developing bylaws and organizational structures and processes to guide long-term operations, as well as decision-making rubrics Equity Council plans for future work are focusing on these topics <p>Areas for further development:</p> <ul style="list-style-type: none"> Specific strategy implementation activities addressing content outlined in this section

Considerations for Action

Verbal feedback offered during the event confirmed gathering in person helped establish and deepen connections, seed possible partnerships and share information within and across RRRISE planning tables, sectors and Collaborative members across the region more generally. The event showcased all the work being done and provided a mechanism to help shift the focus from siloed or local work to the “bigger picture” challenges of planning and project design on a regional scale.

Important messages communicated throughout the convening included:

- the need to work in full and inclusive partnership with Tribal governments, Tribal members and Tribal-serving organizations in the RRRISE planning process
- the need to clarify the ongoing role, responsibilities and relationship of the Equity Council to all RRRISE tables in this work
- the need to provide support and structure for cross-sector communications and planning, as well as for sector engagement with the RRRISE Voting Block

- the need to establish ongoing and long-term outreach and engagement with priority communities in all phases of planning and project design and development
- the need for transparent decision-making criteria and processes and information about project selection/funding availability and allocation

Opportunities to follow up on specific -in and cross-sector Strategic themes include:

Value/Supply Chain

Facilities and resources to support

- storage
- processing
- production
- distribution

Marketing

- branding
- promotion
- demand/price
- markets
- placemaking/placekeeping

Regional connections/communication

Building networks/collaboratives/partnerships to support

- equity/community benefits
- within and cross-sector productivity and resilience (e.g., regenerative, circular, disaster response/recovery)
- policy advocacy (e.g., permitting)
- access to capital

Capacity-building

- Hubs for innovation, maker spaces
- education (consumer, youth, worker)
- workforce development
- organizational / entrepreneurship / ownership
- research/data

Community Development-Physical Infrastructure

- transportation
- housing
- broadband
- healthcare, behavioral healthcare
- food access and security

Appendix RSVP List

A

Tess Albin-Smith

City of Fort Bragg

Robin Aceves

Vision of Hope Village

Scott Adair

GoHumCo/Humboldt County
Workforce Development Board

TeMashio Anderson

Tribal EcoRestoration
Alliance

Elizabeth Azzuz

Cultural Fire Management
Council

B

John Bailey

University of California
Hopland Research and
Extension Center

Courtney Bailey

Rural Resilience Project

Kasey Bell

Del Norte Economic
Development Corporation

Heidi Benzonelli

Westside Community
Improvement Association

Dan Berman

First 5 Humboldt

Dana Boudreau

Redwood Coast Energy
Authority (RCEA)

Tom Boyer

McKinleyville Incorporation
Investigation Committee

Beth Burks

Humboldt County
Association of Governments

C

Stacey Caico

Economic Development &
Financing Corporation
(EDFC)

Leslie Castellano

Ink People Center for the
Arts

Virginia Cereno

Scotts Valley Energy
Corporation

Shawn Cherry

Cooperative Agriculture
Network (CAN)

Barbara Clark

Lake County Arts Council

Vanessa Curl

Redwood Community Services:
The Arbor

D**Maria Dahlin**

NCO Governing Board

Shanti Davidson

Brighter Futures Project

Joe Davis

NCIDC

Neroli Devaney

Playhouse Arts

Rachael Dillman Parsons

Lake County Social Services

Alec Dompka

UC ANR

E**Carol Earnest**Mid Klamath Watershed
Council**Julie Eby-McKenzie**State Council on
Developmental Disabilities**Lorn ElkRobe**The Red Way, Tribal
non-profit**Will Emerson**Northern Mendocino Ecosystem
Recovery Alliance**F****Nicole Flora**

Lake EDC

Sadhbh Flynn

Jefferson Center

Madison FlynnNorthern California Indian
Development Council**Gregg Foster**Redwood Region Economic
Development Commission**James Forrest**

Norcal APEX Accelerator

Wil FranklinNorth Coast Small Business
Development Center**Jeannie Fulton**Humboldt County Farm
Bureau**G****Larry Galupe**MIDDLETOWN RANCHERIA
POMO**Debra Garnes**

City of Rio Dell

Paul Garza Jr

Garza Consulting

Pat Girczyc

LifePlan Humboldt

Brita GoldsteinGreen Diamond Resource
Company**Brian Gonzalez**

Redwood Capital Bank

Walter Gray III

Hoopa Valley Tribe

Leann Greene

Humboldt Workforce Coalition

Jaime Gutierrez

Redwood Valley Rancheria

H**Conner Hackett**

Six Rivers Initiative and
Ferndale Farms

Kelly Hansen

County of Mendocino

Jeremy Harris

Woodlab Designs

Elishia Hayes

County of Humboldt

Ryan Heitz

GoHumCo/Humboldt County
Workforce Development Board

Jody Himango

Peninsula Community
Collaborative

Ben Hittle

Simply Solutions AI

Maddy Hunt

Blue Lake Rancheria

Scott Joachim**J****Amy Jester**

Humboldt Area Foundation

Calder Johnson

NCRT, Inc

Thomas Jordan

Scotts Valley Energy
Corporation

K**Mary Keehn**

We Are Up

Megan Kenney

NCGA

Katrina Kessen

Greater Ukiah Business and
Tourism Alliance

Vicky Klakken

Partnership HealthPlan of
California

Sheila Keys

Redwood Coast Regional
Center

Shannon Kimbell-Auth

American Red Cross

Amy Kumler

Amy Kumler Photography

Sabrina Klein Clement

Co-Facilitator, ACT Sector
Table

Michael Kraft

McKinleyville Incorporation
Exploration Subcommittee

L**Bridget Lacey**

City of Crescent City

Carlton LaMont**Andrea Lanctot**

Del Norte & Tribal Lands
Community Food Council

Elizabeth Lara-O'Rourke

United Indian Health
Services, Inc.

Laura Lasseter

Southern Humboldt
Business and Visitors
Bureau

Ethan Lawton

SHN - Tribal Liaison

Matt Lo

Hmong Association (of Del Norte)

Alicia Lopez

Ocean View Beef LLC DBA Lopez Ranch

Sarah McCormick

City of Fort Bragg

M

Anna Macken

County of Mendocino

Steve Madrone

Humboldt County Board of Supervisors

Mandy Mager

City of Blue Lake

Tracy Martinazzi

Vision of Hope Village

Jim Mayfield

The Community Foundation of Mendocino County

Laura McAndrews Sammel

Lake County Chamber

Pliny McCovey

Jefferson Center

Peter McNamee

GrassRoots Institute

Kevin Mealue

Elk Valley Rancheria

Joshua Mims

Family Resource Center of the Redwoods

Valetta Molofsky

HC Black Music and Arts Association

Aerin Monroe

Pathways of Purpose

Evan Morden

True North Organizing

Sal Munoz

Redwood Parks Conservancy

Peggy Murphy

GoHumCo/Humboldt County Workforce Development Board
Humboldt County Workforce Development Board

N

David Narum

CCRP

Kate Newby

Arcata House Partnership

Thomas Nicholson Stratton

Foggy Bottoms Boys

O

Rodney Oien

Northcoast Children's Services

Vivienna Orcutt

Governors Office of Business and Economic Development

Jessica Osborne-Stafsnes

NCHIIN

P

Pamela Patterson

Economic Development
Financing Corp

Paloma Patterson

West Center

Traci Pellar

Laytonville FRC

Brenda Perez

Centro del Pueblo

Lacy Peterson

City of Fort Bragg

MaryAnne Petrillo

West Business Development
Center

Barbara Pfeifer

United Indian Health
Services

Christy Prescott

Six Rivers NF & CalForest
WRX Allianc

R

Nick Rail

Partnership for the Performing
Arts

Zachary Ray

Native Spirit Consulting

Jessica Rebholtz

UCCE

Matthew Rees

SoHum Health, Jerold Phelps
Hospital

Lexi Reid

Black Humboldt

Jen Rice

Jen Rice Consults

Dianna Rios

GoHumCo/Humboldt County
Workforce Development Board

Leila Roberts

Humboldt Area
Foundation/Wild Rivers
Community Fdn

Julia Russ

Round Valley Indian Tribes

Eileen Russell

Mendocino Redwood Company

Jill Ruzicka

Lake County Office of
Education

S

Dr. Susanne Sarley

Pathways of Purpose

Mark Schaffner

Mark Schaffner

Fawn Scheer

Helianth Partners

Kyra Seymour

Del Norte County Solid Waste Management Authority

Angela Shull

Redwood Coast K-16 Collaborative

Chantal Simonpietri

Mainspring Consulting

Rachael Smith

Humboldt Area Foundation

Darlene Spoor

Arcata House Partnership

Jeff Stackhouse

University of California Cooperative Extension

Michele Stephens

DHHS

Alex Stillman

City of Arcata

Taffy Stockton

NCHIIIN

Ron Sundberg

Environmental Trinidad Ranching

Lisa Sundberg

Indigenous Habitat Institute

Cindy Sutcliffe

Family First Prevention Services

T

Carly Tambling

Bright and Green

Jessica Thompson

Cider Creek Collective

Kathy Thornhill

RISE Advising Services, LLC

Matt Tomas

Sacred Life Recovery

V

Poua Vang

Hmong Association (of Del Norte)

Ashley Vellis

Ashley's Seafood

Kerry Venegas

Changing Tides Family Services

Marcus Villagran

Videographer

Cindy Vosburg

Crescent City/Del Norte Chamber of Commerce

W

Ross Welch

AEDC

Stephanie Weldon

United Indian Health Services

Jed Wheeler

Manzanita Cooperative

Amber Wier

Resilient DNA TL

Sita Williams

Workforce Alliance of the North Bay

STAFF

Patty Bruder

North Coast Opportunities
(NCO)

pbruder@ncoinc.org

Tiffany Gibson

North Coast Opportunities
(NCO)

tgibson@ncoinc.org

Yesenia Herrera

North Coast Opportunities
(NCO)

yherrera@ncoinc.org

Rachel LaMell

North Coast Opportunities
(NCO)

rlamell@ncoinc.org

Radhika Misri

North Coast Opportunities
(NCO)

rmisri@ncoinc.org

Zenia Leyva Chou

North Coast Opportunities
(NCO)

zchou@ncoinc.org

Stephen Dilley

North Coast Opportunities
(NCO)

sdilley@ncoinc.org

Dawn Arledge

California Center for Rural
Policy (CCRP)

dna2@humboldt.edu

Amanda Hickey

California Center for Rural
Policy (CCRP)

amanda.hickey@humboldt.edu

Leigh Pierre-Oetker

California Center for Rural
Policy (CCRP)

lao3@humboldt.edu

Leoni Fohr

California Center for Rural
Policy (CCRP)

lef42@humboldt.edu

Alisha Hammer

California Center for Rural
Policy (CCRP)

ars4@humboldt.edu

Alannah Smith

California Center for Rural
Policy (CCRP)

ajs1068@humboldt.edu

Valen Lambert

California Center for Rural
Policy (CCRP)

vml91@humboldt.edu

Michelle Carrillo

ThinkPlace

mcarrillo@thinkplaceus.com

Steven Williams

ThinkPlace

artist.swilliams@gmail.com

Roda Cotanay

ThinkPlace

rcotanay@thinkplaceus.com

Ryan Kober

ThinkPlace

rkober@thinkplaceus.com

Ursula Bischoff

ThinkPlace
umbischoff@gmail.com

Susan Seaman

Arcata Economic Development
Corporation (AEDC)
susans@aedc1.org

Tracy Taylor

Arcata Economic
Development Corporation
(AEDC)
tracy@aedc1.org

Dana Gill

True North Organizing
Network
danag@truenorthorganizing.org

Kevin Malone

True North Organizing Network
kevinm@truenorthorganizing.org

Kelly Dunne

Arcata Economic
Development Corporation
(AEDC)
kelly@aedc1.org