



# REDWOOD REGION RISE

RESILIENT INCLUSIVE SUSTAINABLE ECONOMY

High Road Transition Collaborative  
Meeting  
March 30, 2023

# Welcome!

*Introduce yourself in the chat and share your favorite concert/live event experience..*

11:00-11:05	Welcome(back) and introductions	GO-Biz
11:05-11:40	Introducing Community Partner Mapping  Our Community Survey Results- Next Steps for Governance and Collaboration	CCRP
11:40-12:00	Our Region's Demographic Trends- presentation and discussion	CCRP
12-12:20	Visioning Exercise- What is the transformation we are seeking?	HRTC Community Coalition
12:20-12:30	Recap of agreements & next steps Next Meeting: <b>Thursday, April 27 11:00 a.m.-12:30 p.m.</b>	AEDC, CCRP, NCO
12:30	Adjourn meeting	

# Governor's Office of Business and Economic Development (Go-Biz)

**Cara Owings: Community and Place-Based Solutions Manager for Northern California**

**Regions Include:** Redwood Coast, North State, Greater Sacramento, and Bay Area

**How are you personally connected to the Redwood Coast Region?**



# Governor's Office of Business and Economic Development (Go-Biz)

**Vivienne Orcutt: Community and Place-Based Solutions Tribal Liaison (Statewide)**

**Regions Include:** All 13 CERF Regions

**How are you personally connected to the Redwood Coast Region?**



# If you are new here, we are so glad you are with us!

The Community Economic Resilience Fund is a CA State funded program to Build an equitable, sustainable and resilient regional economy as CA transitions to carbon neutrality.

- Led by employers and workers – start with the jobs and build pathways into careers.
- Build collaborative, inclusive problem-solving partnership structures.
- Center voices from disinvested communities.

We are four counties and 27 Tribal Nations that make up the Redwood Coast Region, our initiative is called **Redwood Region Resilient Inclusive Sustainable Economy (RISE)**

- Lots of information on our website, FAQs and a glossary of terms coming soon!
- If you need a one on one, contact us! [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)

*A word about today's data presentation....*

### **Labor:**

- Operating Engineers #3
- Building and Construction Trades Council of Humboldt and Del Norte Counties

### **Employers/Business Assn:**

- Adventist Health
- Noble Vineyard Management
- Del Norte Chamber of Commerce
- Lake County Chamber of Commerce
- North Coast Small Business Development Center
- Chamber of Commerce Mendocino
- Chamber of Commerce Ukiah
- Visit Mendocino

### **Grassroots/Community:**

- True North Organizing Network
- Centro del Pueblo
- Laytonville Family Resource Center
- Hope Rising

### **Tribal:**

- Blue Lake Rancheria
- Redwood Valley Little River Band of Pomo Tribe

### **Government:**

- Del Norte County Board of Supervisors
- Humboldt County Economic Development Division
- City of Fort Bragg
- City of Ukiah
- Mendocino County Resource Conservation District
- Mendocino County Board of Supervisors Economic Development Committee

### **Philanthropy:**

- Humboldt Area + Wild Rivers Community Foundation
- Community Foundation of Mendocino County

### **Education/Training:**

- Cradle to Career Collaborative Humboldt
- Mendocino Community College
- Mendocino County Superintendent of Schools
- Mendocino/Lake Adult and Career Education (ACE)

### **Workforce Entities:**

- Northern California Indian Development Council
- Smart Workforce; Workforce Alliance of the North Bay

### **Environmental Justice:**

- Mid-Klamath Watershed Council
- Environmental Protection Information Center

### **Economic Development:**

- Redwood Region Economic Development Commission
- City of Crescent City Economic Development
- Lake County Economic Development Commission
- West Business Development Center
- Economic Development & Financing Corp

### **Worker Centers:**

- North Coast Opportunities
- Cooperation Humboldt
- Mendocino County Farm Bureau

### **Disinvested Community:**

- Building Black Community
- UVA : Vecinos en Acción
- Periodico Al Punto

- Queer Humboldt
- Arts Council of Mendocino County

# CERF Required Partner Categories

*(and examples from our partnership agreement in our proposal)*

# Partner Map

	Del Norte	Humboldt	Lake	Mendocino	Regional	Total by Category
Disinvested Communities	1	3	3	6	0	13
Economic Development	5	12	7	10	2	36
Education/Training	4	15	6	8	7	40
Employer/Business Association	8	41	6	33	1	89
Environmental Justice	5	7	2	12	0	26
Government	17	67	21	47	4	156
Grassroots/Community-based Organizations	3	17	0	10	1	31
Labor	7	10	5	6	1	29
Philanthropy	7	9	0	2	2	20
Tribal	19	28	11	21	4	83
Worker Centers	1	3	2	3	0	9
Workforce Entities	4	6	5	5	0	20
<b>Total by Region</b>	<b>81</b>	<b>218</b>	<b>68</b>	<b>163</b>	<b>22</b>	

\*This number is not representing 83 tribes, but rather 83 people within 39 Tribes or tribal organizations.

There are also 10 individuals who are not associated with a given region or partner category.

There are some individuals who may be counted in more than one county/service region and/or partner category. Example: If someone serves Del Norte and Humboldt counties, they would be counted in each of these counties.

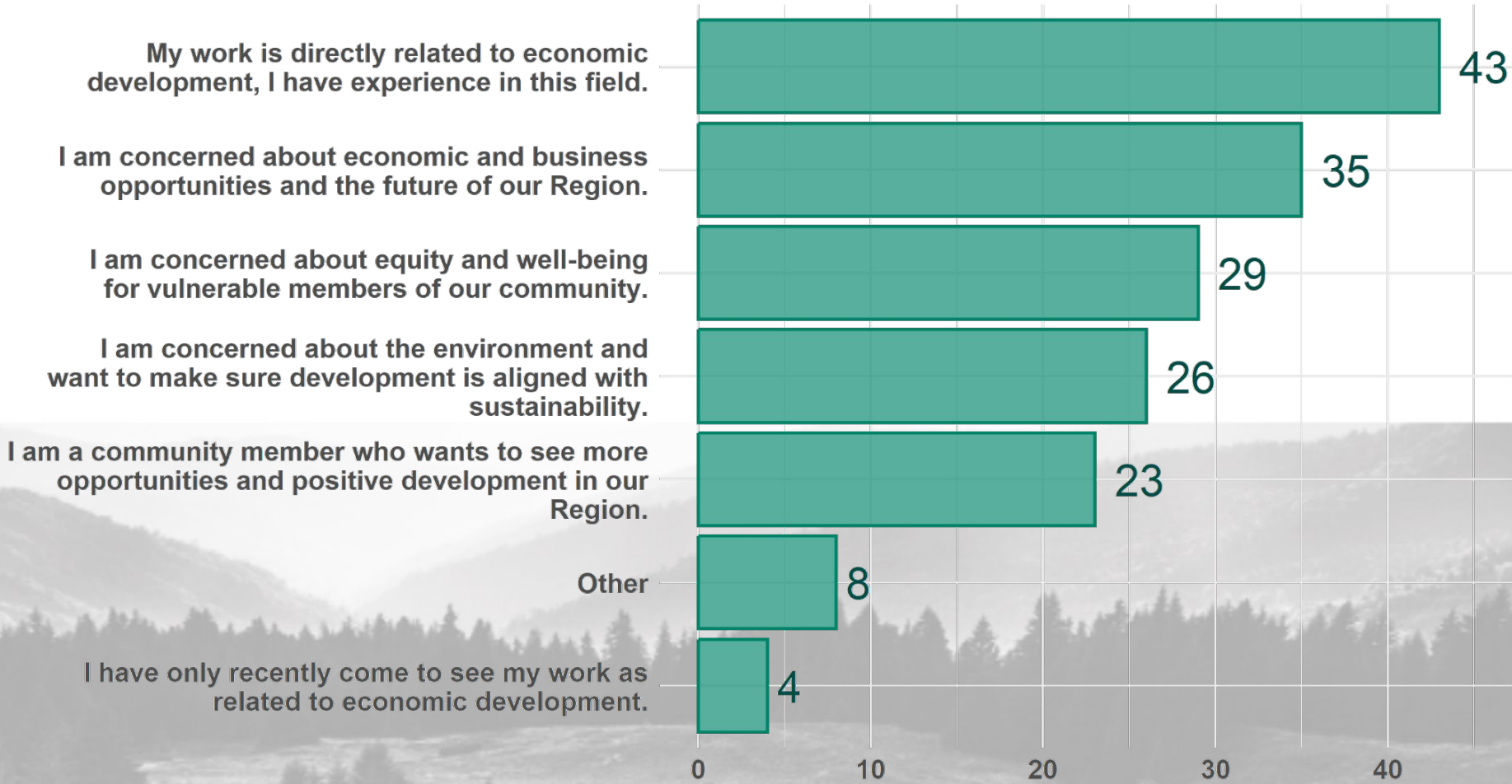
# Thank you to all who submitted input to our Survey- this begins our collective work!

- **68 Members** of our community gave their input on key topics they want highlighted and thematic committees they want created, their readiness to participate and needs and supports they may need to do so, and their vision for success.
- **30 members** of our community have stepped forward to help us create our HRTC Governance structure. An additional **24 members** have indicated tentative interest, availability to provide targeted help, or referred another colleague.
- **Eight information/resource partners, four partners** interested in local level processes only (NCO will be working on this!).
- **36 Partners** ready to serve on topical working groups.

*The survey will remain live as a way to introduce new partners to our community...*



Which of the following best describes you? Choose all that apply:



# Formation Task Force Next Steps

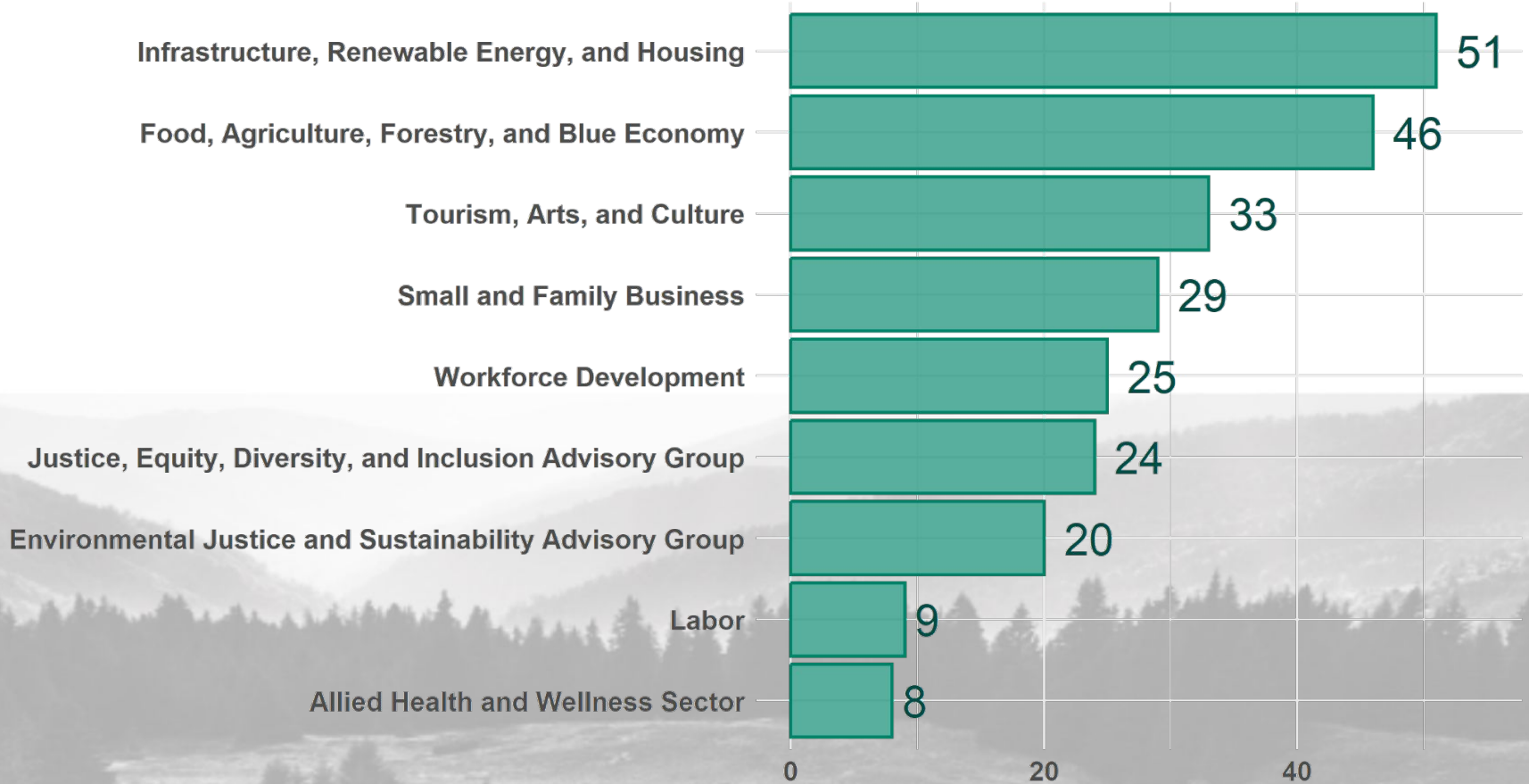
## Getting to work as a group:

- First convening to be held second week in April. Target completion date is August 31st.
- Trainings will be provided on Participatory Governance and Justice, Equity, Diversity, and Inclusion (JEDI)
- Review Sociocratic Decision making principles, decide small group/subtopic deliberation, rotating chairs, etc
- Reviewing governance ideas that emerged during proposal writing, evaluate for inclusivity and alignment with community goals.

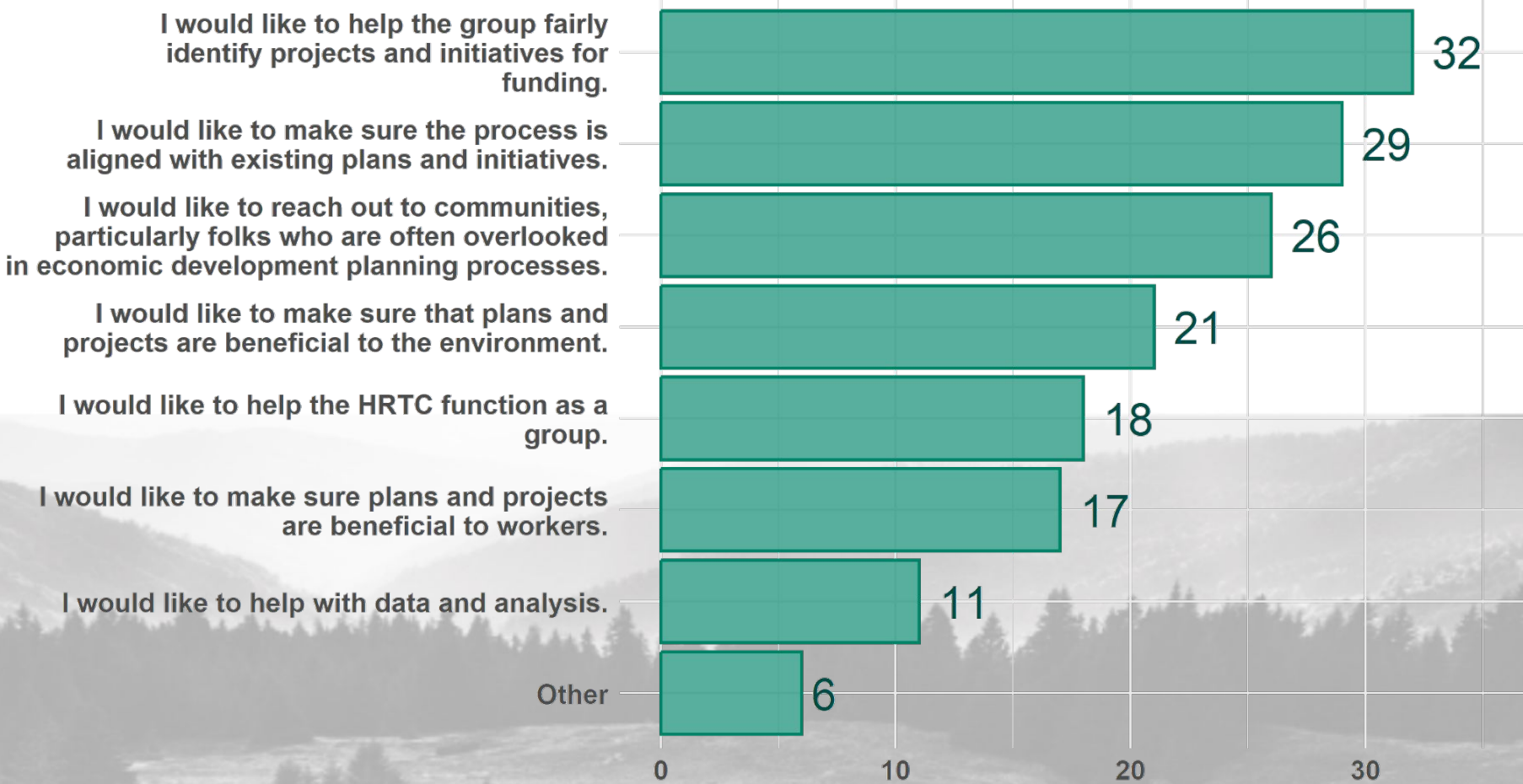
## Key Decisions:

- Formalize working groups, process and administrative functions and create goals for each body
- Decide how this body will work with local teams, process for formulating economic development strategies
- Decide how this body will work to identify opportunities we will endorse for implementation (***the process***).
- Create mechanisms to ensure inclusivity
- Think ahead to long term sustainability

Please select any of the following potential working groups you would be interested in/like to see formed, or propose a new one!



# What are ways you would like to contribute to the CERF planning phase process?



## Exciting Initiatives you shared with us:

Harvest Hub, Dockside Market, the huge need for a distribution center/shared export opportunities  
Cameo Network Local Entrepreneurship Toolkit  
Blue Economy/green hydrogen  
Agtech innovation  
Ukiah Climate Action Plan  
Arcata Gateway Plan  
Powers Creek District Revitalization  
Baduwa't Community mixed-use affordable housing project.  
We Are Up and the need for inclusive housing and opportunities for people with disabilities  
The Mattole Resilience, Education, and Research Center project  
CORE Hub  
Upstatecreativecorps.org  
The update to the Lake County CEDS  
Cradle-to-Career Collaborative on the North Coast  
City of Crescent City Beach Front Park  
The newly initiated Mendocino County, City of Fort Bragg and City of Point Arena Climate Change & Sea Level Rise Local Coastal Program Updates  
Mendocino County Net Zero Carbon Emissions program  
Noyo Ocean Collective

Blue Economy Symposium and Learning Festival.  
Noyo Harbor Blue Economy Visioning, Resiliency, and Implementation Plan,  
Formation of the community land trust, Housing Mendocino Coast  
Fort Bragg Municipal Broadband  
Fort Bragg Oneka Seawater Desalination Buoy Design Pilot Study  
Tribal EcoRestoration Alliance (TERA)  
Offshore wind leases  
A fire suppression/fire hydrant system in the Covelo, Mendo County  
Toma Resilience Campus at Blue Lake Rancheria  
Eureka Cultural Arts District  
Cal Forest WRX Alliance work on a forestry workforce development and wood products innovation campus  
Disaster preparedness, relief efforts-COAD, LTRG  
State funding for fuel reduction in regional forests.  
Regional online Rotary Club with a Cause dedicated to developing community sustainability and natural systems stewardship  
New Transportation Hub

Alexandre Family Regenerative Farm,  
NEW Redwood Experience Center (joint visitor center with Redwood Parks Conservancy, City of Crescent City, and Chamber of Commerce  
Municipal Citywide Broadband Network & Blue Launch of the Redwood Coast Chamber Foundation,  
Humboldt/Eel River Valley Long Term Recovery Group Care Response Unit (CRU)  
City of Clearlake: Homesteading Program, College Fees Paid Program  
North Coast Food Hub, Humboldt Bay and Noyo Harbour Fisherman's Dockside Market projects, Crescent City and Crescent City Harbour Revitalization  
Aquaculture innovation hub  
Current and upcoming funding for schools (LEAs and county offices of education) that support higher education and workforce development opportunities.

# Topics we want to explore as a community:

Support to projects- existing and prospective, learning about regional projects

Exploring sustainable innovation, promoting investment in sustainable industries

Disaster Preparedness

Infrastructure investment

Ways that partnership can benefit the most rural and portions of the County(ies).

Breaking down barriers for food producers, small restaurants, etc...

Clarify the intent/focus of the Regional approach and the anticipated benefits to each County.

Opportunities for capacity building within stressed communities: resources for publicly accessible mediation, nonviolent communication, and leadership trainings.

Sharing of funding opportunities for community resilience include capacity building supports and funding for land acquisition.

How we are defining and strategies to engage people who are typically excluded from these types of planning processes

Organized labor and worker-ownership as paths to economic security, generational wealth-building, and well-being in the workplace.

Outsourcing the outreach work to organizations already doing the work rather than hiring new staff.

Resources and training for collaboration outside of our existing silos.

Data and what's already in the works, where are there gaps and how to center people most affected

How we create high road careers with family sustaining wages and benefits

Assessing inherent historical barriers and pathways to tribal engagement. Strategies for rallying youth. outreach strategies

# Our Community Learning Schedule- Regional Summary Due August 31st!

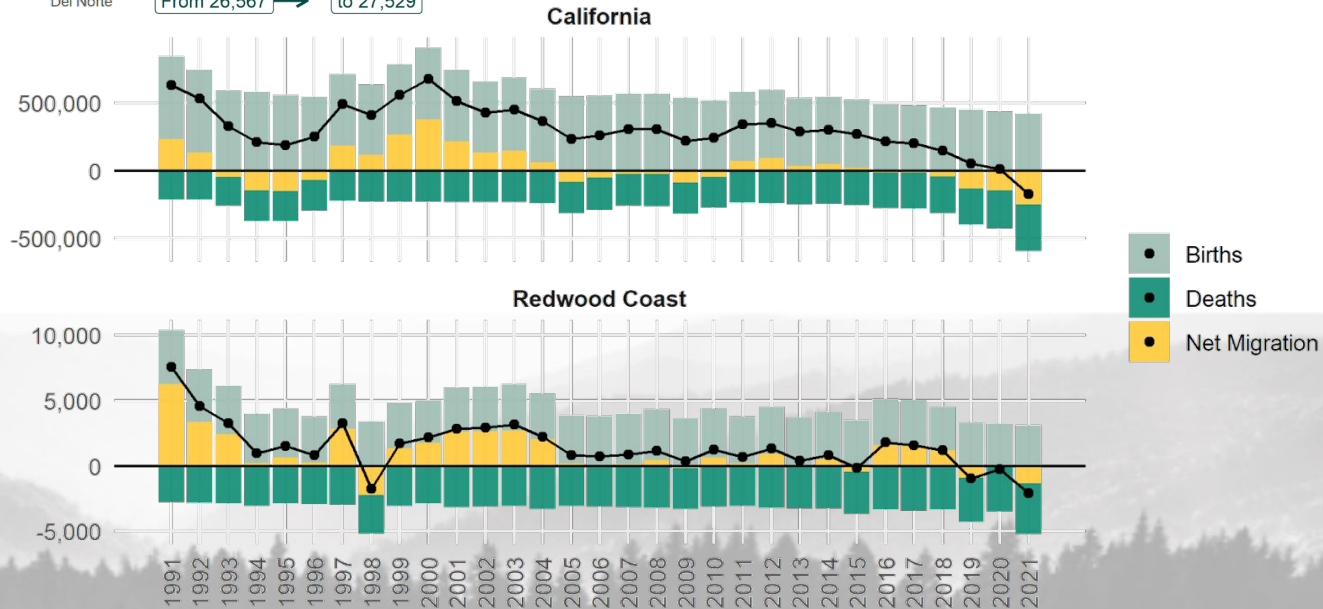
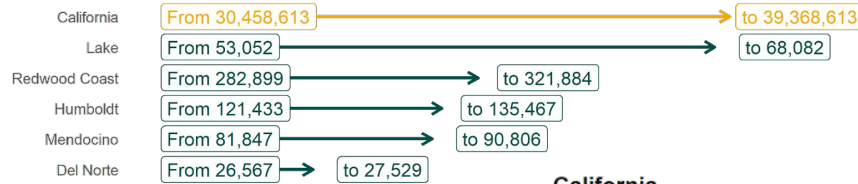
Topic (Subject to Change)	Date
<ul style="list-style-type: none"><li>• Data Working Session 1: Our Region's Demographic Profile</li><li>• Partner Mapping</li></ul>	Today
<ul style="list-style-type: none"><li>• Economic and Labor Market Conditions (Macroeconomic Perspective)</li><li>• Defining and identifying "Disinvested Communities"</li></ul>	April
<ul style="list-style-type: none"><li>• Industry Clusters and Labor Market Analysis (Microeconomic Perspective)</li><li>• Economic Forces Trends, and Development Opportunities</li></ul>	May
<ul style="list-style-type: none"><li>• Public Health Analysis</li></ul>	June
<ul style="list-style-type: none"><li>• Climate and Environment</li></ul>	July
<ul style="list-style-type: none"><li>• Review of Plan Phase 1</li></ul>	August

# **Data Working Session 1:** Our Region's Demographic Profile

1. Our Homework: "A summary background of the demographic and socio-economic conditions of the region..."
2. Three Takeaways
3. Some Good News
4. Listening Session and Survey

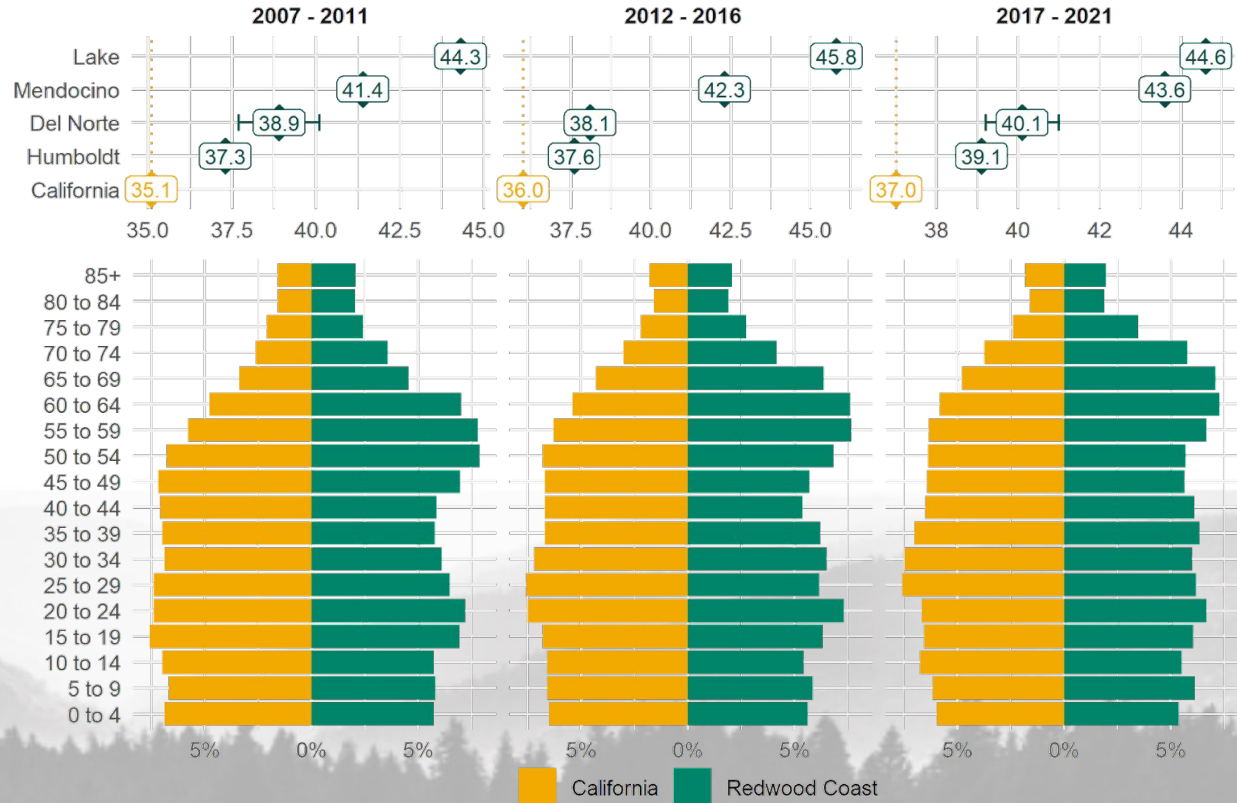


# Population Change from 1991 to 2021



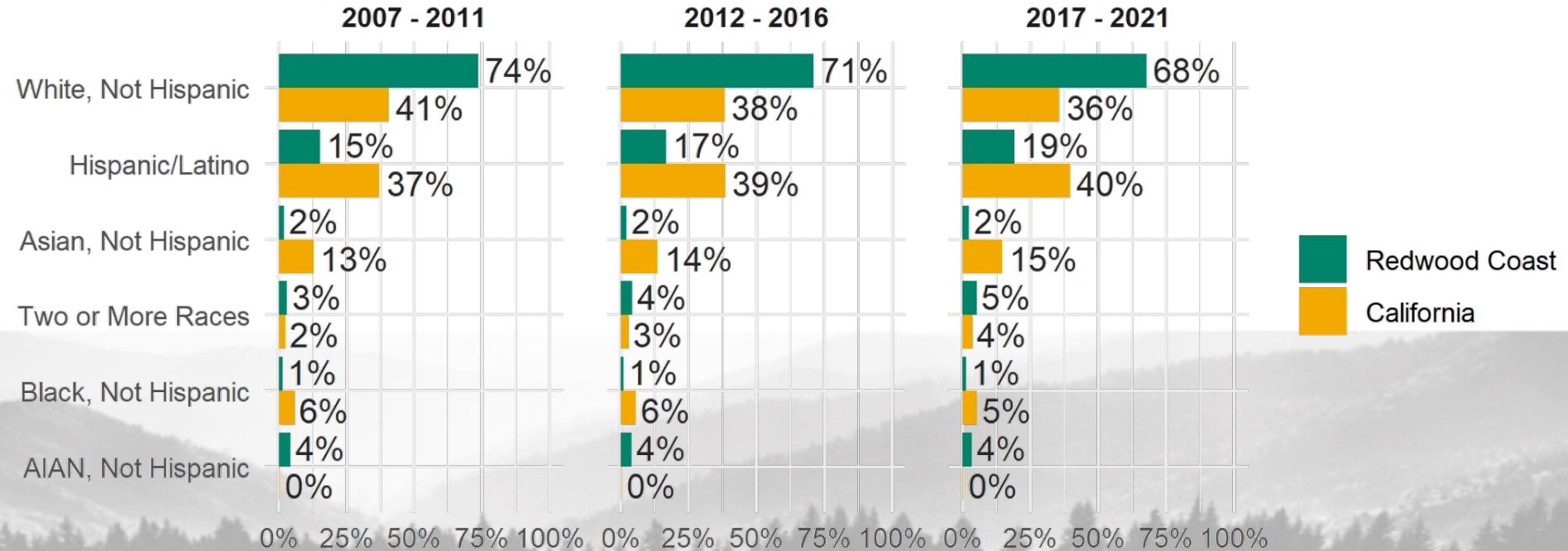
Data sourced from the California Department of Finance population estimates, Table E-6. Data were compiled from three separate tables each spanning three decades. For years 2001 and 2011 (the first year in the decade), the sum of births, deaths, and net migration do not exactly equal the population change from the prior table's end year estimate and the subsequent table's estimate for the first year in the decade.

# Median Age and Age Distribution (2007 – 2021)



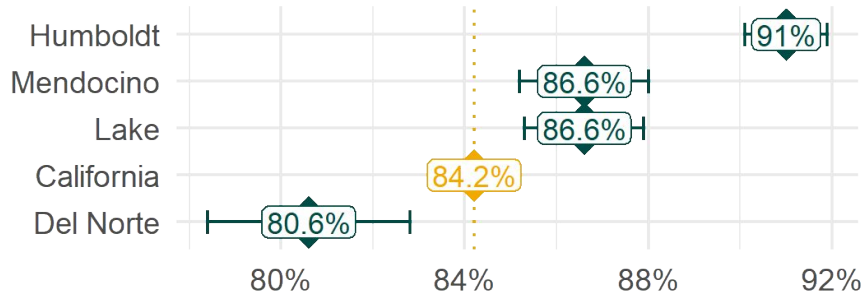
Data Source: American Community Survey 5 Year Estimates, Tables B01002 and S0101. Bars indicate 95% confidence intervals.

# Race and Hispanic Origin, Percent of Population

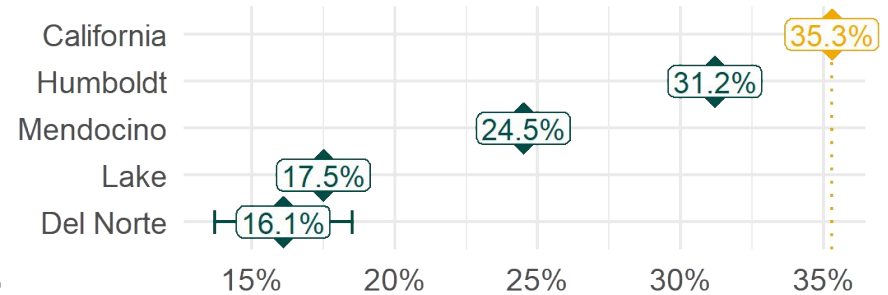


# Educational Attainment (2017 – 2021)

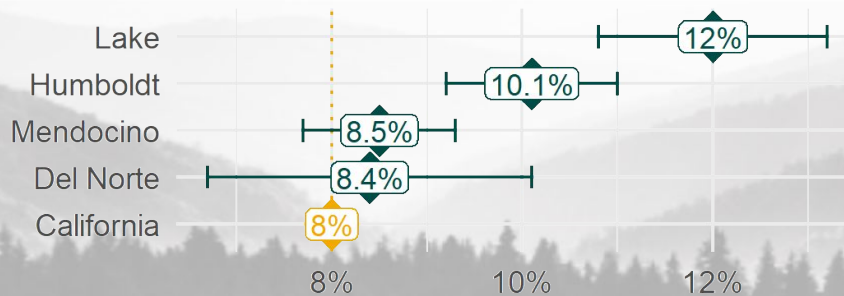
## High School Graduate or Higher



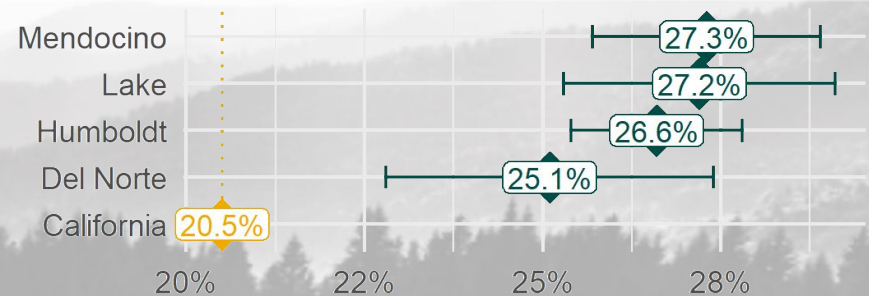
## Bachelor's Degree or Higher



## Associate's Degree



## Some College, No Degree



Data Source: 2021 American Community Survey 5 Year Estimates, Table S1501. Bars indicate 95% confidence intervals.

# Three Takeaways

1. The population has experienced slow population growth.
2. The region's population is aging and in recent years population growth has been negative.
3. Rates of four year educational attainment are significantly lower in the RCR compared to state averages.

The Good News: Rates of high school completion are significantly higher in the RCR. The data indicate a population interested in pursuing higher education.

# Positive developments we want to realize through CERF:

- More inclusivity, representation, local voice
- More marginalized voices, non traditional players involved and empowered in making decisions, diverse leadership. Building wealth in BIPOC communities
- Greater Regional Collaboration, shared resources and planning
- A region that is resilient.
- We are forward thinking and prepared for the future
- Business growth, resources for small business
- More resources drawn here, more capacity in our communities
- New renewable energy investments
- More public enterprises and local control- banking, water districts, micro grids
- BROADBAND, HOUSING, zero emission transportation
- WORKFORCE+ housing, transit, training
- Lifting up our culture, creativity, art and tourism
- Strong Blue and Green Economy
- Better Healthcare
- Opportunities for worker ownership

Visualize 10 years from now, when our collaboration has made CERF successful for our community.

What headline would you write that captures the change(s) that we created?

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

## Poll questions:

What is the best time for you to attend these HRTC meetings? These are the start times.

- Morning (8-11 a.m.)
- Afternoon (12-4 p.m.)
- Evening (5-7:30 p.m.)

Is the length of these meetings working for you?

- Yes, this works great for me (1.5 hours)!
- No, can they be shorter (1 hour) please?

If you have other comments on these questions, please drop them in the chat!





Save the date!

***April 27th***

*(Let us know the best time by filling out our poll before you leave today)*

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

[ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)