



# REDWOOD REGION RISE

RESILIENT INCLUSIVE SUSTAINABLE ECONOMY

Launch Event

February 23, 2023

# Community Economic Resilience Fund Program Overview

- **What:** \$600 million regional economic development program funded through SB-162 (2021)
- **Goals:** To foster a high road economy across California's diverse regions and develop long-term economic resilience in the overall transition to a carbon-neutral economy.
- **Objectives:** Equity, sustainability, job quality and access, economic competitiveness and resilience.



# CERF Map & Funding Structure

CERF has two phases and three funding streams

- **Phase 1: Planning (\$65 million)**
- 13 regions will all receive **\$5 million** (under contract)
- **Phase 2: Implementation**
- Up to **\$450 million** available statewide through competitive processes (SFP not released)
- **Economic Development Pilot Project**
- **\$50 Million** statewide competitive grant (awaiting selection)
- **Tribal Funding Opportunity**
- **\$20 million** statewide competitive grant reserved for California Native American Tribes, both federally recognized and non-federally recognized. (SFP not released)





# CERF Interagency Team

Labor and Workforce  
Development Agency:  
Employment  
Development  
Department (EDD)

Contractual

Governor's Office of  
Planning and Research  
(OPR)

Programmatic

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

Technical Assistance & Outreach



# How can Community and Place-Based Solutions help the Redwood Coast Region?

- At Go-Biz, an in-region representative, will work with you to promote the services our agency offers and work to support communities and regions as they create and implement their Regional Economic Development Strategies funded by the State of California's Community Economic Resilience Fund (CERF).
- Ultimately, our team will develop a more interconnected network of local practitioners that can more effectively collaborate and share their needs with the state and federal governments with better access to available resources.
- CPBS Regional Coordinators and Managers are available to support a variety of partners and organizations regardless of CERF participation.



# Our Values and Vision

## **Values that underpin CERF:**

- Just Transition to a carbon neutral economy
- Prioritizing inclusion of “disinvested” and non-traditional partners as participants and beneficiaries
- High Road principles- economic development that is grounded in equity, job quality, and climate resilience. A high-road economy favors “businesses that invest in their workforces, pay living wages, and engage in environmentally sustainable business practices.”

## **What you’ve told us:**

- Emphasis on regional collaboration and fair geographic representation
- Transparency and accessibility
- Consistency in communication
- Deep inclusion of our Tribal partners, and other partners who have not traditionally been involved in economic planning, in all decisions.

*What other values would you like held up in this process?..*

# Who we are:

<b>Arcata Economic Development Corporation (AEDC) Fiscal Agent</b>	
<p>AEDC is responsible for project coordination, fiscal oversight, and reporting.</p>	
Susan Seaman	Program Director
Tracy Taylor	Finance Director
JB Cisneros	CERF Administrative Analyst

<b>California Center for Rural Policy (CCRP) Regional Convener</b>	
<p>CCRP is responsible for regional facilitation; research, analysis, technical assistance with plan preparation; and communications.</p>	
Amanda Peçanha Hickey	Senior Research Analyst
Dawn Arledge	Executive Director
Sky Kirsch	Research Analyst
Alisha Hammer	Administrative Lead
<b>VACANT</b>	Communications Associate

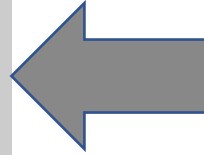
<b>North Coast Opportunities (NCO) Outreach &amp; Engagement Lead</b>	
<p>NCO is responsible for local outreach and engagement strategies; coordinating with regional CBOs; ensuring that the voices of disinvested communities are represented; and reporting.</p>	
Roseanne Ibarra	Director of Community Projects
<b>VACANT</b>	Project Manager
<b>VACANT</b>	Project Coordinators (4 positions)



# Redwoods RISE *Initial* Governance Structure

## HRTC Formation Task Force

- Industry and subject matter specialists
- Process and administrative specialists
- Equity, Inclusion, Culture specialists
- Local Leads



## COMMUNITY COALITION

- Labor
- Employers/Business Associations
- Grassroots and Community Groups
- Tribal Partners
- Government
- Philanthropy
- Educations/Training
- Workforce Entities
- Environmental Justice Groups
- Economic Development Organizations
- Worker Centers
- Disinvested Communities

## Goals and Commitments

- Help guide community input into research and deliverables- Partner Inclusions Assessment and SWOT.
- Help create a representative and inclusive governance structure for Phase 2 and beyond. **Elaborate this structure and process for the “Planning Phase Plan” due at 60 days.**



# Redwoods RISE Planning Sustainable Governance Structure

## Goals and Commitments

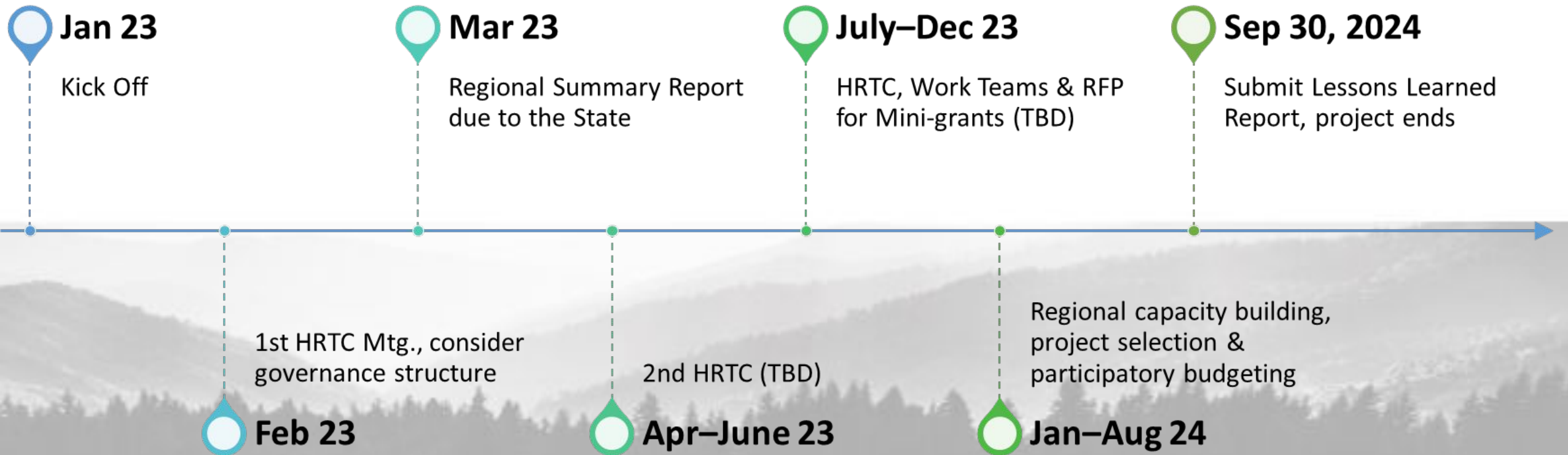
- Help guide community input into research and deliverables,
- Continue to refine model for representative and inclusive governance structure, build organizational capacity,
- Shepherd an inclusive and participatory process for identifying priority projects and investments for implementation funding.

Formation Task Force determines ultimate governance structure, submits plan to the State at 60 days

# What we would love from our community:

- Everyone signed up on the CERF mailing list will receive a survey from CCRP. The purpose of the survey will be for you to share how you would like to engage in the planning phase for CERF.
- It's okay if you're not sure yet, the survey questions will help you to gauge how much time and commitment will be required for different roles in the process.
- It's up to you how much you want to/are able to participate in the process.

# Timeline





# Outreach & Engagement Priorities

- Communicating the State's timeline
- Regular progress updates on our regional planning work
- Understanding the needs of participants
- Making all information accessible
- Inclusive & responsive
- ASK: Invite disinvested populations to participate**

# Poll: How do you like to receive information?

- Email
- Virtual Mtg.
- In-person Mtg.
- Website
- Newsletter/Brochure
- One-Pager
- Newspaper
- Video (Including YouTube)
- Radio
- Social Media (Facebook, Instagram, LinkedIn)

# 60 and 90 Day Research Deliverables

Our Challenge: Meet the state's requirements with less data ⇒ opportunity for collaboration.

1. Partner Inclusion Assessment
  - a. List of **organizations** and **roles**
  - b. Overview of **disinvested communities**.
    - i. Economic barriers
    - ii. Outreach plan and strategy to ensure active participation
    - iii. Network of existing partners and opportunities for collaboration
2. Regional Summary (60 day deliverable)
  - a. Three areas with a focus on promoting shared prosperity:
    - i. **Economy** - Identify economic opportunities, **inequities**, **well-being** and **cost of living**, and impacts of shocks and long-term trends.
    - ii. **Climate and Environmental Impact** - Impacts on region from climate change, major sources of pollution, hazardous waste, and GHG. Impacts of climate change on emerging industries.
    - iii. **Public Health** - Economic and climate impacts on public health, causes of **chronic illness** and explore relationships to economic inequalities, climate/environment. **Analysis of health disparities by race, gender, and other demographics.**



# 90 Day Research Deliverables

## 3. Labor Market Analysis

- a. Labor market conditions. Major industries, employers, and occupations. Impacts of forces in labor markets. Industry standards, barriers to high-quality jobs, and pathways.

## 4. Industry Cluster Analysis

- a. Major industries, trends, and projections.
- b. Sources of GHG, pollution, waste, from existing or proposed industries.
- c. Potential job growth within industries.
- d. Risk of worker displacement due to identified trends.

## 5. SWOT Analysis

- a. Strengths, Weaknesses, Opportunities, and Threats with focus on
  - i. Economic resilience
  - ii. Growth of sustainable industries

# What you can expect from your convening team as we move forward...

- Monthly meetings of Redwood Region RISE
  - Some homework to prepare draft “Planning Phase Plan” in 60 days
- Opportunities to engage locally
- Opportunities to contribute expertise and insight
- Weekly communication while we assemble a website, gather data, and furnish research deliverables (with help and guidance from you!)
- Opportunities for training and accessing/leveraging resources

**Ongoing administrative and facilitation support as we move towards Planning Phase 2- identifying projects and investments that advance High Road Principles**



Cal Poly  
**Humboldt.**



Save the date!

***March 30th, 11-12:30pm***

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

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