



REDWOOD REGION RISE (RRRISE) CERF FACT SHEET

First things first: What is CERF?

The Community Economic Resilience Fund (CERF) is a state-wide program to promote a sustainable and equitable recovery from the economic distress of COVID-19. CERF will distribute \$600 million across 13 regions to support inclusive planning and implementation of projects to create accessible, high-quality jobs in sustainable industries as the state transitions to a carbon neutral economy.

And what is Redwood Region RISE?

Redwood Region RISE (Resilient Inclusive Sustainable Economy) is the name of our Region's CERF initiative, which includes Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands. Our Region's High Road Transition Collaborative (HRTC) is a broad community coalition of around 520 members (and counting!). The HRTC will work together to select projects that support long-term economic and climate resilience in our Region by promoting economic diversification, sustainability, and equity.



How is the CERF initiative structured?

1. Planning Phase

Each of CA's 13 regions receives ~\$5M to create an HRTC to lead an inclusive, diverse, and accountable regional planning process resulting in a regional strategy and recommended investments to grow sustainable industries, diversify regional economies, and increase access to high-quality jobs.

2. Implementation Phase

The State will release rolling competitive grants between winter 2022 – autumn 2026 to fund projects put forward by each Region's HRTC. Criteria such as demonstrated community support, alignment with climate goals, adherence to labor standards, and access to high-quality jobs with clear employment pathways for underserved and incumbent workers are required elements of project applications.

Meet the RRRISE Convener Team

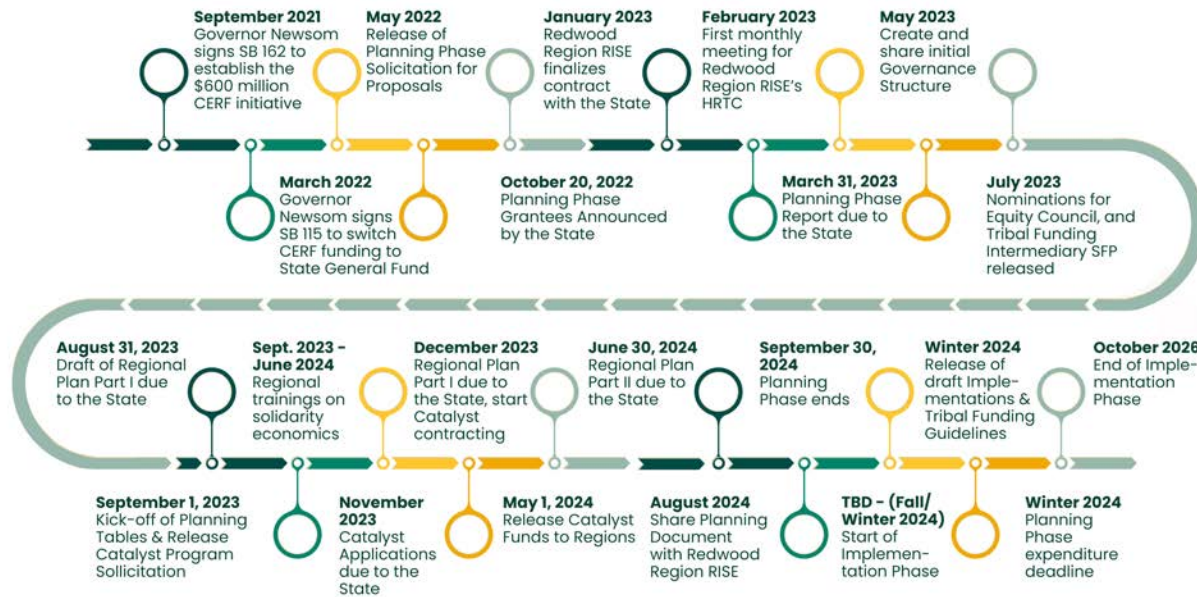
The **California Center for Rural Policy** (CCRP) serves as Redwood Region RISE's Regional Convener, **North Coast Opportunities** (NCO) is our Engagement & Outreach partner, and the **Arcata Economic Development Corporation** (AEDC) is our Fiscal Agent.

What are RRRISE's goals?

- Establish inclusive planning tables that center our 'priority communities'* voices
- Create thriving-wage opportunities for communities
- Pursue sustainable economic growth that aligns with California's carbon neutrality goals

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CERF Timeline *Please note: subject to change



Join Redwood Region RISE'S CERF Initiative

Your Redwood Region RISE's Convener Team—AEDC, CCRP, and NCO—is committed to creating inclusive tables centering community voices that don't always participate in or benefit from economic development planning processes. We are actively encouraging and facilitating participation of representatives and community members from our 4 counties, and 27 tribal nations on all decision-making bodies. We are excited to CERF with you!

Let's Meet!

We are thrilled to welcome you at our monthly Redwood Region RISE's High Road Transition Collaborative (HRTC) meetings, which take place on every last Thursday of the month, from 11:00 a.m.-12:30 p.m. We look forward to seeing you. Please find more information on these meetings here: bit.ly/RISE_Meets

Contact RRRISE

If you have feedback, questions or concerns, please don't hesitate to reach out to us at ccrp@humboldt.edu.