



FACT SHEET: REDWOOD REGION RISE (RRRISE) CALIFORNIA JOBS FIRST

What is California Jobs First?

California Jobs First (formerly “CERF”) is a state-wide program designed to promote a sustainable and equitable recovery from the economic distress of COVID-19. CA Jobs First will distribute \$600 million across 13 regions to support the planning and implementation efforts of strategies and projects that prioritize the creation of accessible, high-quality jobs in sustainable industries.

And what is Redwood Region RISE?

Redwood Region RISE (Resilient Inclusive Sustainable Economy) is the name of our Region’s initiative, which includes Del Norte, Humboldt, Lake, Mendocino Counties, and Tribal Lands. Our Region’s Collaborative is a broad and diverse community coalition of around 650 members (and counting!). Our Collaborative will work together to select projects that aim to support economic resilience and transition for the Region, while promoting economic diversification, sustainability, and equity.



How is the CA Jobs First initiative structured?

- 1. Planning Phase:** Each region receives ~\$5M to create an inclusive and accountable regional planning process that results in a holistic strategy and recommended series of investments: A Regional Economic Plan.
- 2. Catalyst Program:** The Catalyst Program allocates up to \$14 million for each of the 13 Regions to bridge the gap between the Planning Phase and the Implementation Phase.
- 3. Implementation Phase:** The State provides ~\$500M in rolling, semi-competitive grants to fund projects put forward by the Region’s Collaboratives. Criteria such as demonstrated community support, alignment with climate goals, demonstration of labor standards, and high-quality jobs with clear employment pathways for underserved and incumbent workers will be evaluated.

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.

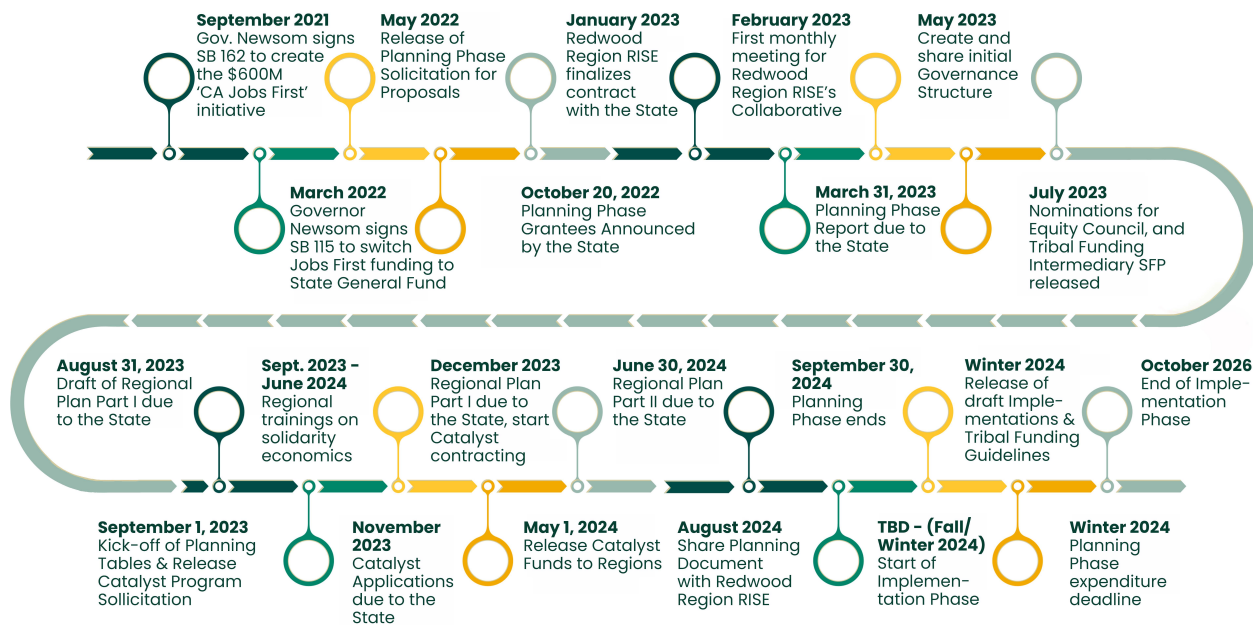
What are RRRISE’s goals?

- Establish inclusive planning tables that center the voices of our “priority communities”
- Create thriving-wage opportunities for communities
- Pursue sustainable economic growth that aligns with California’s carbon neutrality goals



FACT SHEET: REDWOOD REGION RISE (RRRISE) CALIFORNIA JOBS FIRST

Redwood Region RISE Timeline *Please note: Subject to change



Join Redwood Region RISE'S 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 processes. We are actively encouraging and facilitating participation of representatives and community members from our 4 counties, and 32+ tribal nations on all decision-making bodies. We're excited to collaborate with you!

Let's Meet!

We are thrilled to welcome you at our monthly Redwood Region RISE Collaborative 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 on Zoom! 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.



Go to: bit.ly/Redwood-RISE