



FACT SHEET: REDWOOD REGION RISE CALIFORNIA JOBS FIRST

What is California Jobs First?

California Jobs First (formerly “CERF”) is a state-wide program designed to foster shared, sustainable prosperity across the state. The program will distribute \$600 million across California to help communities build ten year plans that seek to boost regional economies, sustainability efforts, and uplift people that don’t often participate in or benefit from economic development processes.

And what is Redwood Region RISE?

Redwood Region RISE (Resilient Inclusive Sustainable Economy) is the name of our region’s initiative, which includes **Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties**. We are a regional community coalition of 100 seated members engaging a community of nearly a thousand residents working to develop equitable strategies and recommend investments that aim to **support our communities**, strengthen economic resilience and diversification, and environmental sustainability.



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 ten year vision and recommended series of investments: A Regional Economic Roadmap.
- 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 **Arcata Economic Development Corporation** (AEDC) is our Fiscal Agent, the **California Center for Rural Policy** (CCRP) our Regional Convener, and our Outreach Team is led by **North Coast Opportunities** (NCO), and **True North Organizing Network** (TNON).

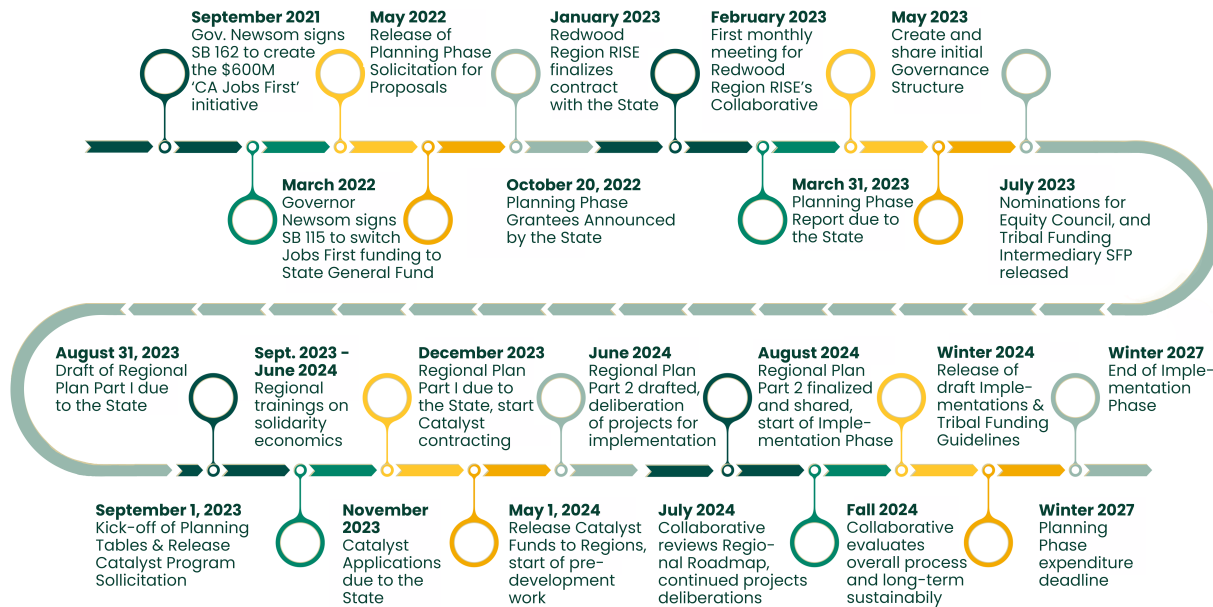
What are RRRISE’s goals?

- Establish inclusive Planning Tables that center the voices of our **“priority communities”**
- Create **good job opportunities** for communities
- Pursue **economic diversification** and growth that aligns with California’s **sustainability goals**



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Redwood Region RISE Timeline *Please note: Subject to change



Join Redwood Region RISE'S Initiative

Our communities are at the heart of our efforts to shape our regional future. We actively center to uplift the voices and experiences that are often excluded or do not benefit from economic development efforts. We strive to bring the table *to* these communities by meeting people where they are at. We would love to hear your ideas on what our communities need to thrive economically. **Join the conversation & help build the plan!**

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 RRISE

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



Go to: bit.ly/Redwood-RISE