

# Redwood Region RISE

## (Resilient Inclusive Sustainable Economy)

# Glossary



Related: [RRRISE Inclusive Language](#) | [RRRISE Theory of Change](#)

## Glossary Table of Contents:

- [1. Economic Development Terminology](#)
- [2. Redwood Region RISE/California Jobs First Terminology](#)
- [3. Equity, Diversity, and Inclusion Terminology](#)

## 1. Economic Development Terminology

Acronym/ Term	In Full	Explanation
<b>ARPA</b>	American Rescue Plan Act	The American Rescue Plan Act of 2021, also called the COVID-19 Stimulus Package or American Rescue Plan, is a US\$1.9 trillion economic stimulus bill passed by the 117th United States Congress and signed into law by President Joe Biden on March 11, 2021, to speed up the country's recovery from the economic and health effects of the COVID-19 pandemic and the ongoing recession.
<b>CALED</b>	California Association for Local Economic Development	CALED is an economic development association in California, one of the largest economic development associations in the US. CALED focus is on teaching economic developers, local elected officials, and state representatives the value of economic development and how it is used to grow businesses, generate revenue to support community development programs, and retain and create quality jobs.
<b>CAMEO</b>	California Association for Micro Enterprise Opportunities	CAMEO is California's statewide micro-business network made up of over 390+ organizations, agencies, and individuals dedicated to furthering Micro-Business development in California with small and micro-business financing such as loans and credit, technical assistance, and business management training.

<b>CBOs</b>	Community -Based Organizations	A Community-Based Organization is one that is driven by community residents in all aspects of its existence (Its governing body, staff, and office location; Priority issues identified and defined, including finding solutions; and program design, implementation. and evaluation components).
<b>CDBG</b>	Community Development Block Grant	The Community Development Block Grant (CDBG) Program supports community development activities to build stronger and more resilient communities. To support community development, activities are identified through an ongoing process. Activities may address needs such as infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, etc.
<b>CDFI</b>	Community Development Finance Institution	CDFIs are financial institutions with a mission to provide access to financial products and services to assist in achieving economic potential and wealth.
<b>CEDS</b>	Comprehensive Economic Development Strategy	The purpose of the CEDS is to bring public and private sectors together to develop a strategic plan to guide local economic development efforts and to strengthen the Region's economy. It comprises four elements (summary background, SWOT analysis, strategic direction/action plan, and evaluation framework).
<b>CFC</b>	California Finance Consortium Funding	This is a source created by a group of EDCs who serve 22 northern California counties.
<b>Collective Impact Model</b>		A structured collaboration approach where multiple organizations work together around shared goals, common measurement systems, mutually reinforcing activities, and continuous communication. This model enables coordinated decision-making, aligned strategies, and shared accountability across diverse partners to achieve systemic change that no single organization could accomplish alone. Success is measured by tracking collaborative outcomes and collective impact toward shared objectives.
<b>Community Development</b>		A holistic approach to improving the overall well-being of a community, encompassing not only economic development but also social, cultural, and environmental aspects. Community development involves defining "community," empowering residents, promoting participation in decision-making, and addressing diverse needs and aspirations.
<b>CRM</b>	Customer Relationship Management	Customer relationship management is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. For California Jobs First, we use Salesforce.

<b>CSE</b>	Competitive Share Effect	The amount by which the change in employment in an industry differs from the expected change in that industry based on state or national trends. A competitive share effect of 1% for the accommodation industry for example indicates that employment in that industry grew faster than the same industry statewide or nationally. A positive competitive share effect provides evidence of competitive advantage.
<b>Disinvested Communities</b>		Communities that have experienced a lack of public and private investment, resulting in limited access to resources, services, and opportunities. Disinvestment often leads to higher poverty rates, lower educational attainment, and poorer health outcomes. <a href="#">Read RRRISE's Memo here</a>
<b>Economic Activity</b>		The production, distribution, and consumption of goods and services within a particular region.
<b>Economic Development</b>		The process of improving the economic well-being of a community by creating jobs, increasing incomes, and promoting sustainable, resilient, and equitable growth.
<b>Economic Growth</b>		An increase in the overall production of goods and services in an economy over time.
<b>EDA</b>	Economic Development Agency	An organization that helps develop and support economic growth by providing resources and assistance to businesses.
<b>EDO's</b>	Economic Development Opportunities	Specific factors or resources that create potential for economic growth in a particular region. Examples include access to natural resources, skilled workforce, or cultural heritage.
<b>EDD</b>	Employment Development Department	Agency in the State government of California, responsible for CERF (now "California Jobs First" / "Regional Investment Initiative") administration.
<b>EDD</b>	Economic Development District	A multi-jurisdictional entity, commonly composed of multiple counties and in certain cases even cross-state borders. They help lead the locally based, regionally driven economic development planning process that leverages the involvement of the public, private and non-profit sectors to establish a strategic blueprint (i.e., an economic development roadmap) for regional collaboration. EDA tends to look to EDDs to fund programs.
<b>EDFC</b>	Economic Development Finance Corporation Mendocino EDC	EDFC was formed through a unique partnership between Mendocino County's four incorporated cities and the county to coordinate and support economic development activity Mendocino County-wide. This cooperative effort first began at the Mendocino County Economic Development Summit held in the Spring of 1992.
<b>EIFD</b>	Enhanced Infrastructure	An Enhanced Infrastructure Financing District, or EIFD, is a type of special financing district that uses a portion of property tax increment revenues generated by community growth from a specifically defined area to

	Financing District	finance public infrastructure and economic development projects of community-wide significance.
<b>Entrepreneurship</b>		The act of starting and running a business, taking on the associated risks, and pursuing potential for profit.
<b>Environmental Justice</b>		Environmental justice is a social movement to address Environmental injustice, which is the exposure of poor and marginalized communities to harms from hazardous waste, resource extraction, and other land uses from which they do not receive benefits.
<b>Equity</b>		The fair and just distribution of benefits and resources within a community, including economic, social, and environmental equity, among others.
<b>ESG</b>	Environmental Social Governance	Environmental, social and governance (ESG) refers to a collection of corporate performance evaluation criteria that assess the robustness of a company's governance mechanisms and its ability to effectively manage its environmental and social impacts. Examples of ESG data include the quantification of a company's carbon emissions, water consumption or customer privacy breaches.
<b>Gini Index</b>		A measure of income inequality ranging from 0 (perfect equality - everyone has the same income) to 1 (perfect inequality - one person has all the income).
<b>GO-Biz</b>	Governor's Office of Business and Economic Development	Agency in the State government of California, responsible for providing tech assistance to California Jobs First regions.
<b>HCAOG</b>	Humboldt County Association of Governments	The Humboldt County Association of Governments (HCAOG) is a Joint Powers Agency comprising the seven incorporated cities and the County of Humboldt. It is the designated Regional Transportation Planning Agency (RTPA), as well as the Service Authority for Freeway Emergencies (SAFE).
<b>HPSA</b>	Health Professional Shortage Areas	Regions or populations identified by the Department of Health and Human Services (HHS) as having a shortage of primary care, mental health, or dental health providers.
<b>IRR</b>	Index of Relative Rurality	A measure of the depth of rurality ranging from 0 (least rural) to 1 (most rural) considering population size, density, remoteness, and urban area.
<b>Just Transition</b>		Maximizing the social and economic opportunities of climate action, while minimizing and carefully managing challenges—including through effective social dialogue among all groups impacted, and respect for fundamental labor principles and rights (ILO).

<b>Labor Force</b>		The sum of people 16 years or older who are either employed or looking for work.
<b>Labor Force Participation Rate</b>		The percentage of people 16 years or older who are either employed or looking for work.
<b>LQ</b>	Location Quotient	A measure of the relative concentration of an industry in a particular area. An LQ greater than one indicates industry specialization in an area.
<b>MUA</b>	Medically Underserved Area	Geographic areas and populations identified by the Department of Health and Human Services (HHS) with a lack of access to primary care services.
<b>NOFA</b>	Notice of Funding Availability	Notice of Funding Availability (NOFA) is a notice describing the type of funding available on a competitive basis and provides a contact where an application may be submitted.
<b>Participatory Governance</b>		A system of governance that promotes the active participation of citizens in decision making processes.
<b>Poverty Rate</b>		The percentage of people who live in households with total household income below the federally defined poverty threshold based on household size and number of children. The poverty rate does not take into account geographic differences in the cost of living.
<b>Premature Death</b>		Death occurring before the age of 75.
<b>Prime-Age Working Population</b>		The segment of the population between the ages of 25 and 54, typically considered to be in their prime working years and contributing significantly to the workforce.
<b>Proximate Risk Factors</b>		Health risk factors that are an intermediary between a root or fundamental health factor (e.g., trauma or poverty) such as smoking or substance use.
<b>Real GDP</b>	Real Gross Domestic Product (or Real Gross Regional Product)	A measure of the total value of all final goods and services produced in a region during a period adjusted for inflation. Usually presented as an annual figure.
<b>Regional Planning</b>		The integrated management of the economic, social, and physical resources of a spatially bounded area.
<b>Resilience</b>		The ability of a community to prepare for, respond to, adapt, recover, and thrive in the face of challenges, such as economic downturns, natural disasters, or climate change.
<b>Rural Out-migration</b>		The movement of people from rural areas to urban areas in search of better job opportunities, higher wages, and access to amenities and services. This can have significant negative impacts on rural

		communities, leading to population decline, shrinking tax bases, and diminished access to services.
<b>Triple Bottom Line</b>		Business strategies that deliver environmental and social benefits, in addition to profit.
<b>Unemployment Rate</b>		The percentage of the labor force that is looking for work.
<b>Wage Disparities</b>		The unequal distribution of income within a population, often measured by the difference in average wages between different groups, such as based on gender, race, or education level.
<b>Wage Premium (or Discount)</b>		The amount by which a wage differs from a reference category. For example, if nurses in the RCR make on average \$78,000, but nurses statewide earn \$84,000, nurses in the region would experience a wage "discount" of \$6,000. Conversely, if fishing workers earn \$64,000 in the RCR, but statewide fishing workers make \$54,000, fishing workers in the region would experience a wage "premium" of \$10,000.
<b>WIOA</b>	Workforce Innovation and Opportunity Act	The Workforce Innovation and Opportunity Act was signed by Congress in 2014 and is designed to help job seekers access to employment, education, training, and support services; and match employers with the skilled workers they need to be competitive in the global economy.
<b>Workforce</b>		The people who are employed or actively seeking employment in a particular region.

## 2. Redwood Region RISE/California Jobs First Terminology

<b>Acronym/ Term</b>	<b>In Full</b>	<b>Explanation</b>
<b>Activation Plans</b>		Comprehensive strategic documents developed by Sector Investment Coordinators (see term below) that outline actionable steps to strengthen local and regional economies within RRRISE's four key economic sectors. These living documents detail how to advance equity, resilience, and opportunity through specific initiatives, partnerships, and investments. Plans are updated through semi-annual reviews to ensure they remain responsive to community needs and evolving opportunities,

		serving as roadmaps for transforming sector-specific strategies into measurable outcomes.
<b>AEDC</b>	Arcata Economic Development Corporation	AEDC is the former name of Redwood Region RISE's Fiscal Agent, North Edge Financing (see more below), the entity responsible for project coordination, fiscal oversight, and reporting.
<b>CCRP</b>	California Center for Rural Policy	CCRP is the Regional Convener and is responsible for project leadership; Collaborative facilitation; research, analysis, technical assistance with plan preparation; and communications.
<b>CERF (now referred to as California Jobs First)</b>	Community Economic Resilience Fund	The CERF (now California Jobs First) was created to promote a sustainable and equitable recovery from the economic distress of COVID-19 by supporting new plans and strategies to diversify local economies and develop sustainable industries that create high-quality, broadly accessible jobs for all Californians. CERF is being developed by OPR, GO-Biz, and LWDA to support resilient, equitable, and sustainable regional economies.
<b>Formation Task Force</b>		Redwood Region RISE's volunteer-based committee to create and seat our Collaborative.
<b>HRTC</b>	High Road Transition Collaborative	High road transition collaboratives or "collaboratives" are broad-based regional groups convened by a skilled and impartial intermediary to plan for economic recovery and a sustainable and equitable economic future. These collaboratives shall prioritize equity, sustainability, and job quality, and advance a shared prosperity where workers and communities across California's diverse regions share equally in the benefits of a carbon-neutral future. Minimum membership and representation shall be as described in subdivision. Following the updated State language, we are now using "Collaborative" instead of "High Road Transition Collaborative".
<b>NCO</b>	North Coast Opportunities	NCO was the Outreach & Community Engagement convening team partner responsible for developing regional outreach and engagement strategies; coordinating with regional Community-Based Organizations (CBOs); ensuring that the voices of disinvested communities are represented; and reporting.
<b>North Edge</b>	North Edge Financing	As Redwood Region RISE's Fiscal Agent, North Edge Financing is responsible for project coordination, fiscal oversight, and reporting.



<b>OPR</b>	Office of Planning and Research	Agency in the State government of California, responsible for California Jobs First programming
<b>Priority Communities</b>		Over 95% of the Redwood Region falls under the State's definition of "disinvested" communities. Our Equity Council worked to better understand what communities should be uplifted through RRRISE's work—our <a href="#">Priority Communities</a> . RRRISE defines Priority Communities as populations historically left out of economic development decision-making and growth who face interconnected hardships including poverty, limited resource access, and lack of economic opportunities. In the Redwood Region, this includes deeply rural and unincorporated communities that travel great distances for services and feel disconnected from political representation, as well as BIPOC communities, Tribal Nations (including non-federally recognized Tribes), New Americans, youth, elderly populations, and those affected by trauma and disability.
<b>RCR</b>	Redwood Coast Region	Our California Jobs First region comprises Del Norte, Humboldt, Mendocino, Lake counties and Tribal Lands. We generally refer to our region as the "Redwood Region," recognizing that parts of our region (including Lake County and several federally and non-federally recognized Tribal Nations) are <i>not</i> located on the coast.
<b>RII</b>	Regional Investment Initiative	Formerly known as Community Economic Resilience Fund (CERF). The Regional Investment Initiative is a new approach to economic development that seeks to center disadvantaged communities as part of California's transition to a clean energy, carbon neutral economy, creating good-paying jobs and prosperous communities for all.
<b>R</b>		R is the statistical programming language used to perform most of the data analysis and visualizations in the Regional Plan.
<b>RRRISE</b>	Redwood Region RISE (Resilient Inclusive Sustainable Economy)	Our region's California Jobs First initiative is called Redwood Region RISE (Resilient Inclusive Sustainable Economy), and includes Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands.
<b>SIC</b>	<b>Sector Investment Coordinator</b>	A regional specialist who leads implementation of sector-specific economic development strategies in one of our four key sectors: Arts, Culture and Tourism; Health and Caregiving; Renewable and Resilient Energy; and Working Lands and Blue Economy. Coordinators connect



		aligned projects with technical support, funding opportunities, and strategic partnerships while working with Advisory Groups, community leaders, and sector experts to transform promising initiatives into tangible outcomes. They develop, refine, and execute comprehensive Activation Plans that advance equity, resilience, and opportunity while ensuring investments prioritize communities that need them most.
<b>SWOT Analysis</b>	Strengths, Weaknesses, Opportunities, and Threats Analysis	A series of sociological reports produced by CCRP in collaboration with their partners, highlighting a diverse array of issues, methods, styles, and perspectives throughout our Region.

### 3. Equity, Diversity, and Inclusion Terminology

Acronym/ Term	In Full	Explanation
<b>ACEs</b>	Adverse Childhood Experiences	ACEs have been shown to be a risk factor for poor health outcomes and behaviors later in life. ACEs include abuse and neglect as well as dysfunction in the household including mental illness, problematic substance use, violence against mothers, or imprisonment of a household member.
<b>AIAN</b>	American Indian and Alaskan Native	“American Indian or Alaska Native” refers to a person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.
<b>JEDI</b>	Justice, Equity, Diversity, and Inclusion	A framework that promotes fair treatment, access, and opportunity for all individuals by addressing systemic inequities and valuing diverse perspectives. It emphasizes creating inclusive environments where everyone feels respected, empowered, and able to thrive.
<b>HoH</b>	Hard of Hearing	Refers to individuals who have partial hearing loss, which may range from mild to severe and can affect one or both ears. People who are hard of hearing may use hearing aids, assistive devices, or lip reading, and may or may not identify with the Deaf community.

<b>TEK</b>	Traditional Ecological Knowledge	The knowledge, practices, and beliefs developed by Indigenous communities over generations regarding their relationship with the environment.
------------	----------------------------------	---