

# Turning Regional Plans Into Investable Project Pipelines

This session highlights the **RISE Sector Activation Plans** and how they contribute to growing a **investable project pipeline**.

Purpose & Recognition

# Building Our Future

## Together

Thank you to our Sector Investment Coordinators, Economic Development Finance Working Group members, RISE Convenors , and dedicated community partners.

**Our Shared Vision:** *The Redwood Region as a healing place where everyone belongs, with stable jobs, accessible healthcare, and a flourishing natural environment – creating a future where anyone can thrive.*



# Today's Journey

01

## Welcome & Vision

Grounding in our shared purpose and recognizing regional leadership

03

## Regional Opportunities

Example catalytic projects and initiatives to drive broad community benefit and opportunity

02

## Sector Snapshots

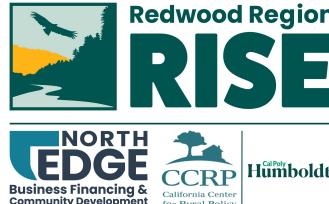
Deep dive into four key sectors with activation plan highlights

04

## Investable Project Pipeline

Strategic outlook linking todays investments with tomorrows prosperity

# Theory of Change



## Current State

## RRRISE's Role

## Desired State

### ECONOMIC DEVELOPMENT

Few organizations with capacity  
Limited regional cooperation  
Lack of traded sectors  
Marginalization in workplace

Shared agenda setting  
Networking & relationship building  
Unlocking new partnership  
Investing in key sectors & initiatives

Critical mass for securing funds  
Community orgs as valued partners  
Community-desired projects executed  
at an accelerated pace

### EQUITY

Few well-funded advocacy orgs  
Lack of diverse leadership  
Generational trauma  
Extractive relationships

Invest in leadership development  
Dismantle partnership barriers  
Create conditions for dignity  
Build allyship & support

Priority communities empowered  
as advocates and leaders  
Organizations culturally literate and  
prepared for partnerships

### CLIMATE

Region unprepared for risks  
Priority communities impacted most  
Traditional Ecological Knowledge  
(TEK) inadequately resourced

Direct investment in low-carbon  
and resilience initiatives

Region prepared for climate risks  
Traditional Ecological Knowledge  
recognized and supported  
Region as sustainability leader

### OVERALL IMPACT

Benefits restricted to few  
Disparities across communities  
Youth leaving the region

Data-driven accountability  
Organizational development

More capacity & integration  
Reduced disparities  
Effective collaborative structures  
Increased awareness & trust

# Four Sectors Driving Regional Transformation



## Arts, Culture & Tourism

Celebrating heritage, attracting visitors, and building creative economies



## Health & Caregiving

Expanding access to quality care and strengthening workforce capacity



## Renewable & Resilient Energy

Advancing clean power and tribal energy sovereignty



## Working Lands & Blue Economy

*Stewarding natural resources while creating sustainable livelihoods*



# Case Studies



Case study reference library highlights successful initiatives across various sectors, providing valuable insights and actionable strategies.

- **Renewable & Resilient Energy** (1 case study)
- **Health & Caregiving** (10 case studies)
- **Arts, Culture & Tourism** (5 case studies)
- **Working Lands & Blue Economy** (5 case studies)
- **Cross-Sector** (1 case study)

Each case study includes detailed funding sources, timelines, economic impact data, and strategic takeaways relevant to the Redwood Region RISE initiative.



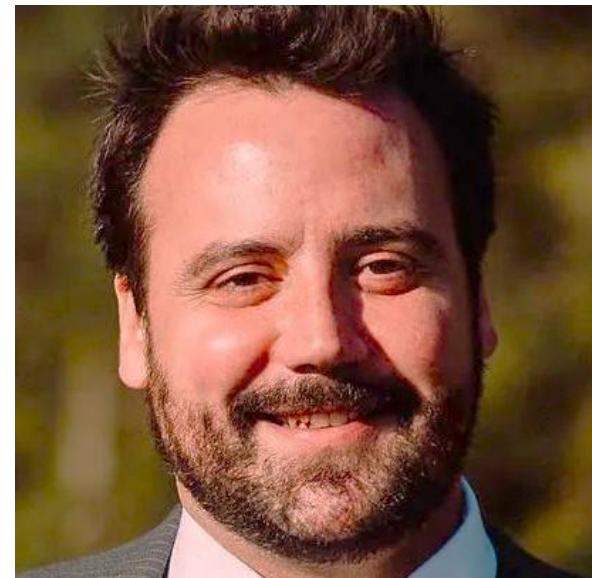
# Sector Investment Coordinators



**Calder Johnson**  
Art, Culture & Tourism



**Mary Ann Petrillo**  
Working Lands & Blue  
Economy



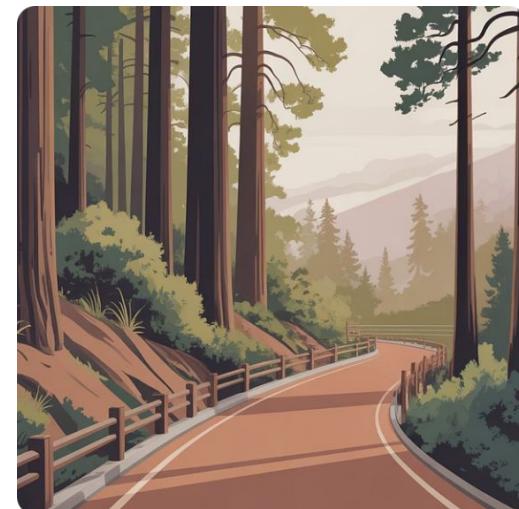
**Matthew Marshall**  
Renewable & Resilient  
Energy



**Tine Schaible**  
Health & Caregiving

# Focal Projects

Transformational projects and initiatives to drive broad community benefit and opportunity.



## Great Redwood Trail

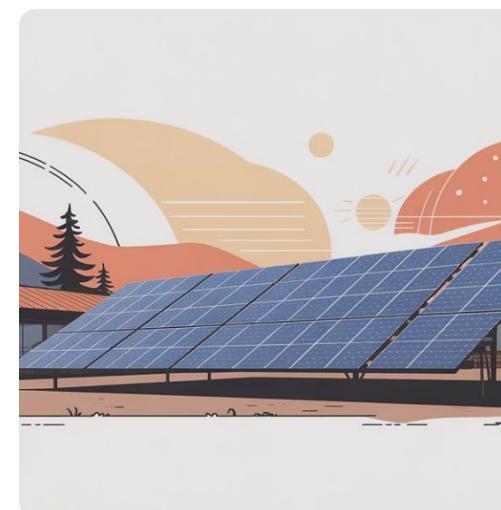
Arts, Culture & Tourism



## Multi-Regional Blue

Economy

Working Lands & Blue  
Economy



## Tribal Energy Resilience (TERAS)

Renewable Energy



## Simulation & Behavioral

Health Facilities

Health & Caregiving

# Great Redwood Trail: Key Impact Areas



## Cultural Regeneration

Storytelling, art, and interpretive features honor Tribal heritage and local histories, fostering authentic connections.



## Creative Economy Growth

Murals, markets, and creative placemaking provide sustainable income for regional artists and artisans.



## Tourism Diversification

Trail-linked destinations expand eco-tourism and extend visitor stays, distributing economic benefits to small towns.

## Community Cohesion

Stewardship programs engage youth, Tribes, and nonprofits in trail care, building civic pride and social capital.

## Climate & Stewardship

Public art connects visitors to landscape restoration and climate awareness, inspiring environmental action.

# Multi-Regional Blue Economy Initiative

## Building a Regenerative Coastal Future

This Blue Economy initiative unifies ocean, river, lakes and coastal innovation across the Redwood Region. It connects **Tribal, rural, and port communities** through clean enterprise, workforce training, and ecosystem restoration.

Harnessing the Pacific coast and waterways, this approach generates sustainable livelihoods and restores ocean health. It creates high-wage jobs, from kelp farming to blue carbon projects, positioning the region as a leader in ocean-based climate solutions.

By integrating **traditional ecological knowledge** with marine science, the initiative elevates Indigenous leadership and builds innovation networks from Cal Poly Humboldt to Tribal research partners.



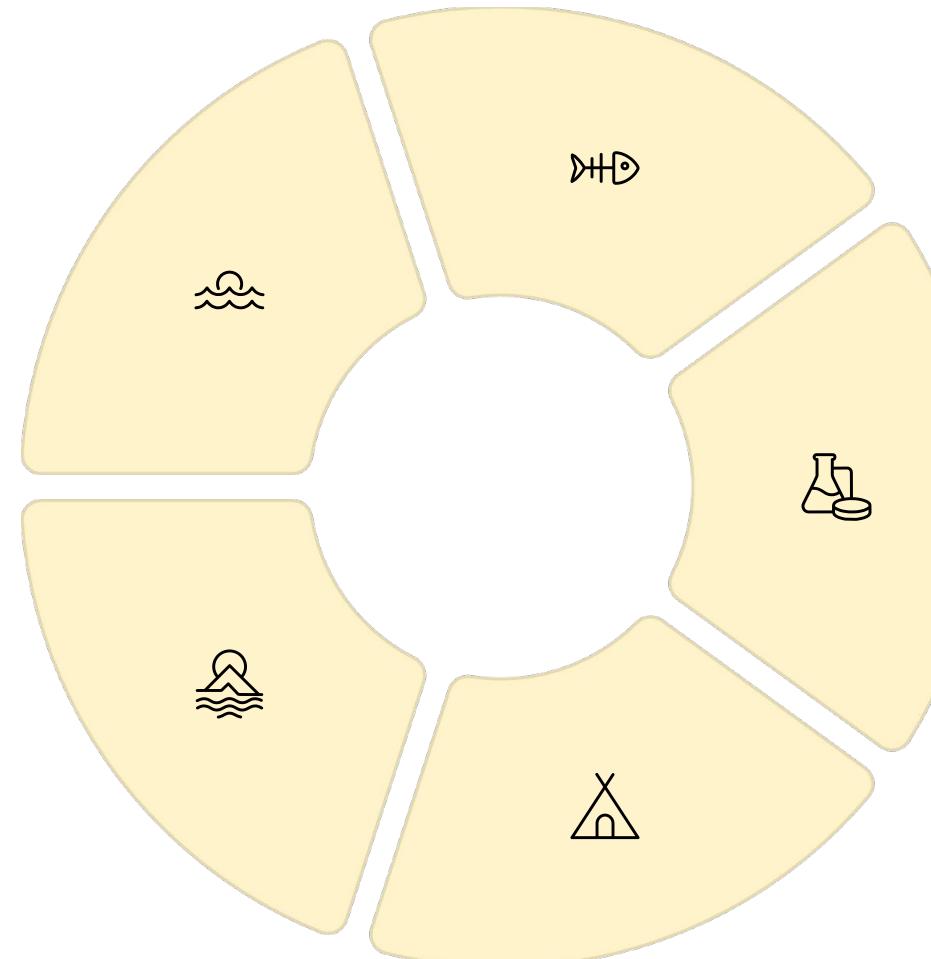
# Blue Economy: Community Impact Framework

## Regenerative Industries

Kelp farming, sustainable aquaculture, and blue carbon generate livelihoods and restore ecosystems.

## Climate Leadership

Coastal adaptation lead climate solutions.



## Workforce Pathways

Youth and Tribal training in marine science and coastal resilience builds local capacity.

## Innovation Networks

Shared infrastructure with universities and Tribal partners accelerates blue technology.

## Cultural Stewardship

Indigenous leadership in ocean restoration and heritage tourism re-connects communities to ancestral waters.



# Tribal Energy Resilience and Sovereignty (TERAS) Project

Advancing Sovereignty, Sustainability, and Shared Prosperity



The **TERAS Project** empowers Redwood Region Tribes to lead California's clean energy transformation, advancing **energy sovereignty, resilience, and equity** through renewables, microgrids, and local training.



## Energy Sovereignty

Tribal ownership of renewable systems strengthens self-determination and independence.

## Resilience Networks

Microgrids provide reliable power during disasters, protecting essential services.

## Workforce Development

Training in solar, battery, and energy management creates clean energy career ladders.

This **Tribal-led model** demonstrates how energy infrastructure aligns with cultural values and ecological stewardship, generating environmental justice and economic opportunity.

# Simulation & Behavioral Health Centers

Transformative Health and Caregiving Hubs for the Redwood Region



## BHCIP / Bond BHCIP All Rounds Dashboard



Three new Simulation Centers & over Twenty Behavioral Health Centers will anchor the Redwood Region's **health, caregiving, and wellness economy**, expanding care access and training future health professionals.

These facilities address critical regional needs: expanding access to crisis mental health services and substance use treatment in our rural and Tribal communities, as well as training future health professionals to create a workforce pipeline for high-demand caregivers like nurses and EMTs.



### Expanded Access to Care

Behavioral health and rehab and recovery services reach underserved youth, Tribal, and rural populations with culturally responsive care.



### Workforce Pipeline

State-of-the-art simulation training prepares skilled caregivers who remain in the region, addressing chronic shortages.



### Innovation Hub

Interdisciplinary partnerships create a regional center for learning, collaboration, and healthcare innovation.

# Four Opportunity Areas, One Unified Vision



The Redwood Region's economic transformation centers on four interconnected initiatives that together create a self-sustaining circular economy.



## Arts & Culture

Great Redwood Trail activating regional identity through creative economy and cultural tourism



## Blue Economy

Regenerative marine enterprises including kelp aquaculture and blue carbon projects



## Tribal Energy Resilience

TERAS initiative building sovereign, renewable energy systems and microgrids



## Health & Caregiving

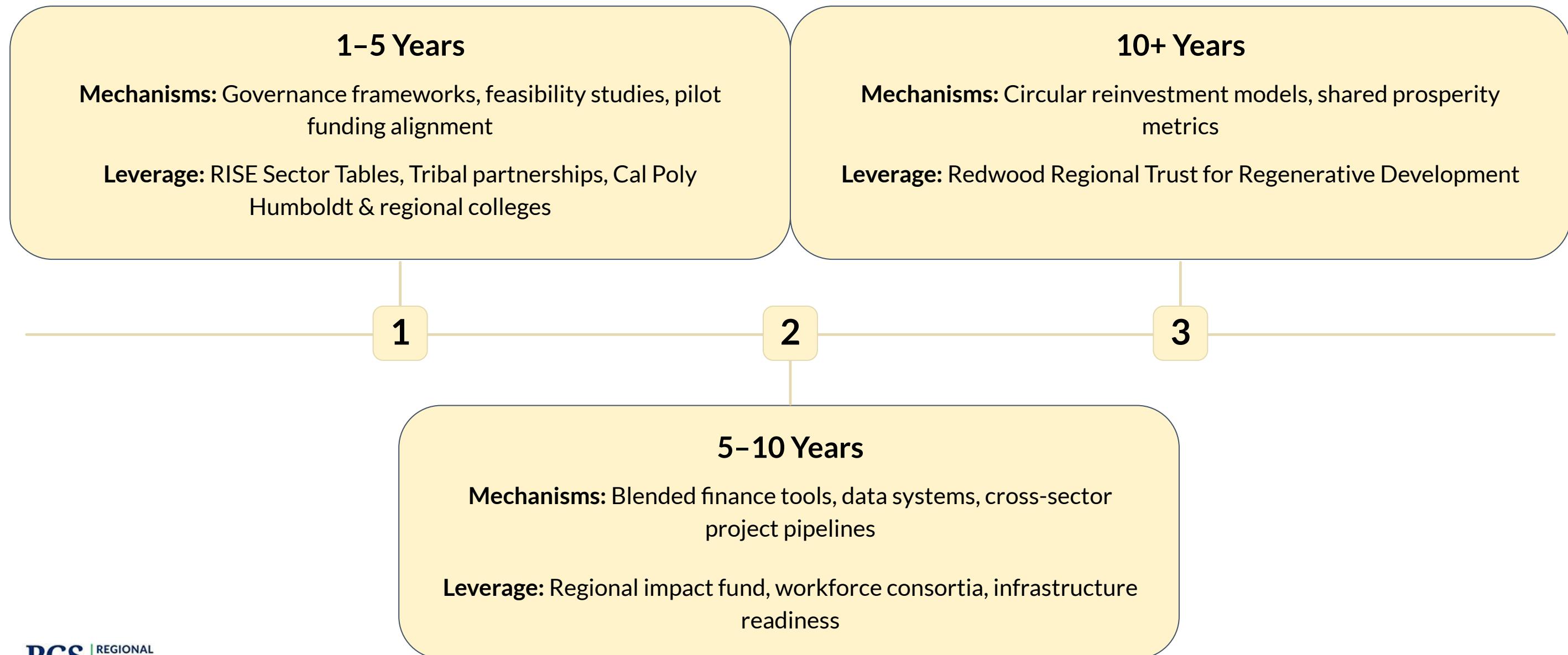
Region-Wide Behavioral Health and Simulation-Based Training Facilities anchoring workforce development and expanding care access

*These initiatives share a common goal: **attracting sustained public, private, and philanthropic capital while supporting climate and community resilience.***

# Cross-Sector Integration Strategy



Strategic mechanisms evolve across time horizons to strengthen regional coordination and maximize collective impact.



# Years 1–5: Catalyze & Coordinate

## Strategic Focus

Planning, pilots, capacity building, and early demonstration projects that build momentum and investor confidence.



### Great Redwood Trail

Activate key trail segments with public art, cultural interpretation, and stewardship events



### Blue Economy

Complete coastal asset mapping and launch aquaculture pilots through Blue Innovation Collaborative



### TERAS

Conduct site assessments, initiate first microgrids and renewable pilots, develop training programs



### Health Facilities & Simulation Training Centers

Complete pre-development, facility construction, and partnership agreements as well as hire employees to operate the behavioral health and simulation-based workforce training facilities



# Near-Term Regional Outcomes

## Early Wins Build

### Momentum

Demonstration projects create proof-of-concept and attract follow-on investment from funders seeking measurable impact

## Strong Governance

### Frameworks

RISE sector tables coordinate across Tribal, educational, and civic partners to ensure alignment and shared accountability

## Shared Data Platforms

Regional communication systems link stakeholders, track progress, and amplify collective success stories



# Years 5-10: Scale & Integrate

Regional systems building, capital formation, and enterprise growth through public-private partnerships, blended finance, mission-driven equity, and community development financing.

## Great Redwood Trail

Trail Towns Initiative develops eco-lodging, creative markets, and cultural tourism networks that expand the small business ecosystem

## Blue Economy

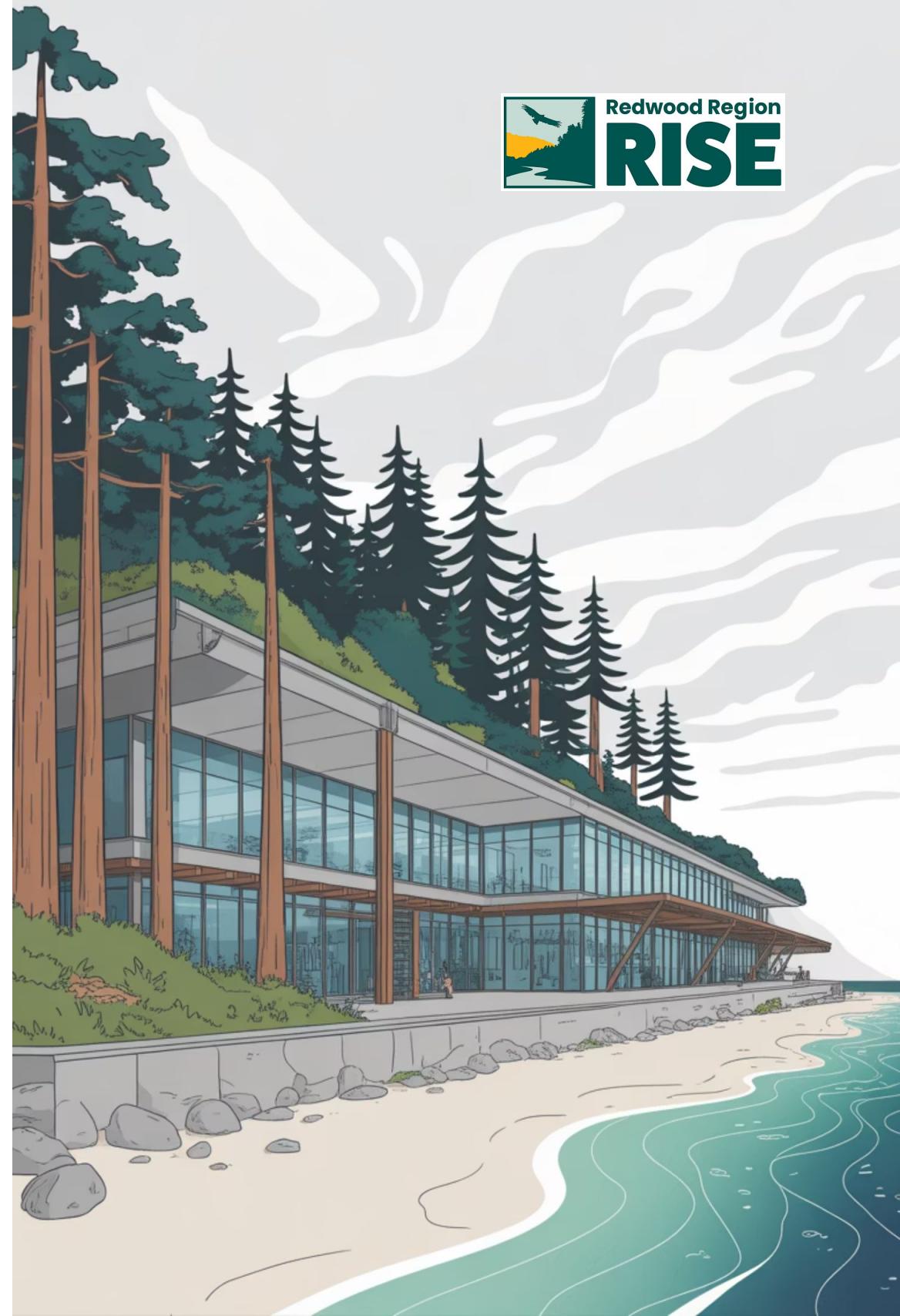
Marine innovation labs and training hubs scale regenerative aquaculture while creating investable ocean enterprises and R&D jobs

## TERAS

Regional Tribal microgrids and inter-Tribal energy cooperatives attract utility and impact investors while building local revenue streams

## Health & Caregiving

Networked training sites and telehealth partnerships strengthen the care economy across counties with workforce housing support



# Medium-Term Growth Creates Investment Portfolios



## Sector-Based Portfolios

Each opportunity area develops investable project pipelines with clear metrics and returns

## Shared Workforce Systems

Cross-sector training and infrastructure networks reduce duplication and maximize talent development

## Sustained Capital Attraction

Demonstrated impact draws public and private investors seeking climate-smart rural models



# 10-Year Vision: Regenerate & Reinvest



Systems integration, circular investment, and enduring prosperity through endowments, reinvestment trusts, and long-term institutional capital.

## Cultural Corridor

### Legacy

Nationally recognized Great Redwood Trail with self-sustaining tourism and arts trust fund creating lasting cultural pride and rural vitality

## Coastal Economy

### Leadership

Fully networked Blue Economy exporting sustainable technologies and expertise while ensuring resilient ocean ecosystems

## Energy Sovereignty

Tribal Energy Authorities managing renewable portfolios that fund community priorities within a carbon-neutral regional system

## Health Innovation

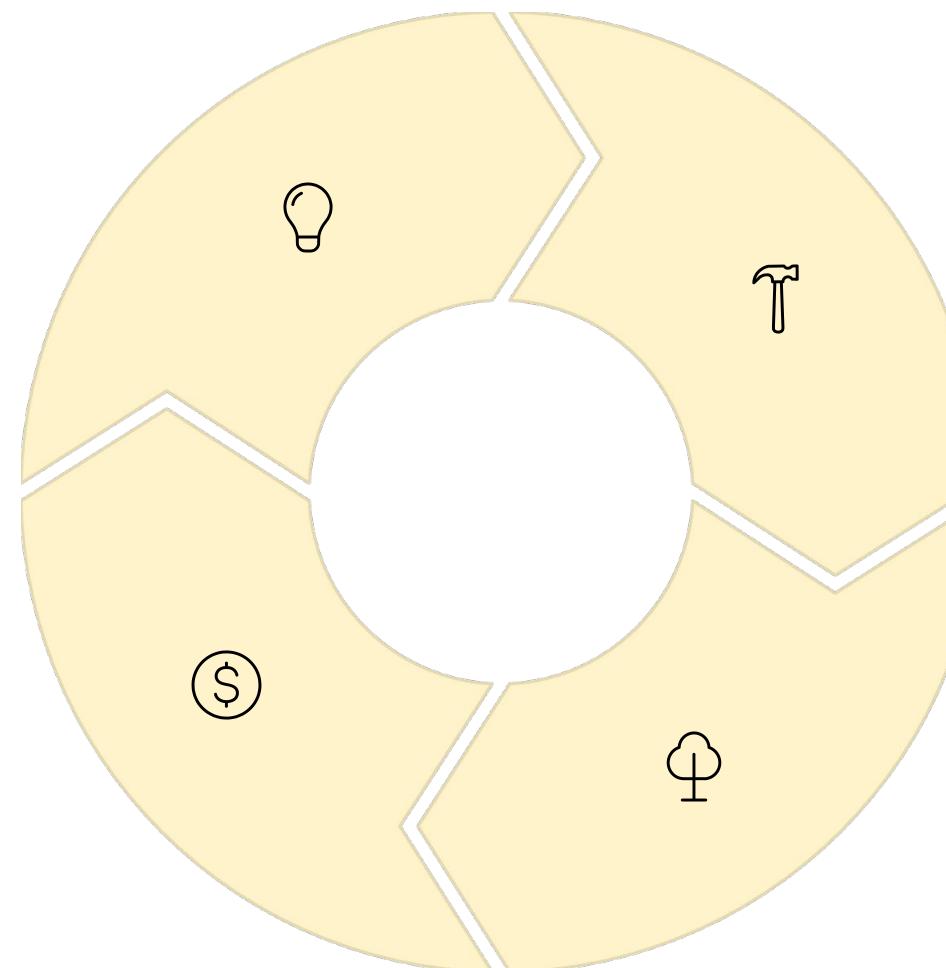
### District

Redwood Region Health Innovation District supporting a healthy population and stable care economy

# A Self-Reinforcing Regional Economy



By the 10-year horizon, the Redwood Region will operate as an integrated system where each sector contributes to shared climate, equity, and prosperity goals.



## Urgent Needs

Health, energy, cultural revitalization

## Mid-Term Capacity

Equitable jobs, enterprise, resilience

## Local Reinvestment

Continuous funding of new regenerative projects

## Lasting Prosperity

Systems regenerating people, place, planet



# The Redwood Region's Regenerative Investment Roadmap

A national model for inclusive, climate-smart rural transformation that aligns four opportunity areas under a common regenerative framework to build a pipeline of investable, inclusive projects.

## Address

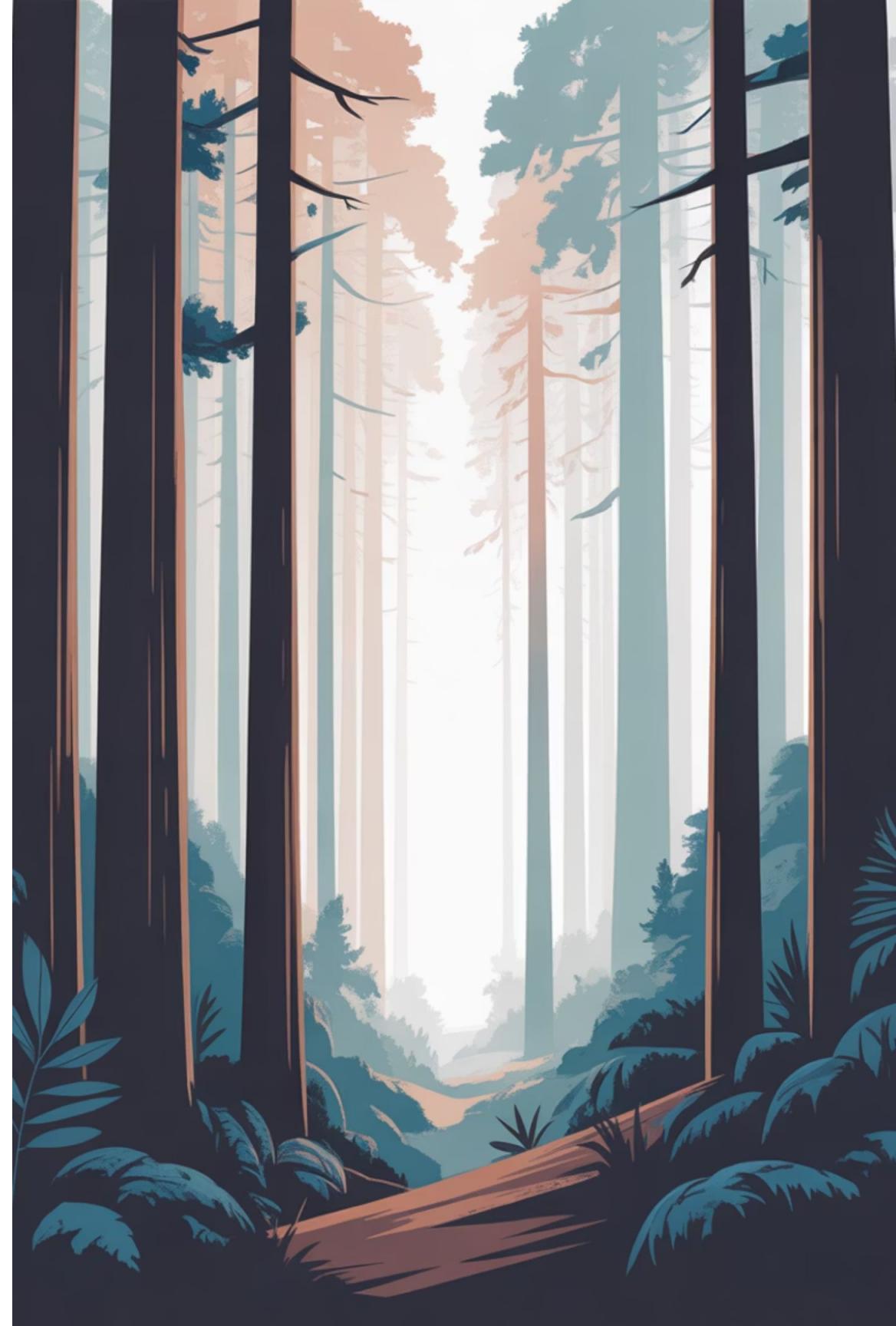
Urgent community needs

## Build

Mid-term capacity

## Deliver

Lasting prosperity





# Thank you!

## Regional Government Services

- ❖ Josh Metz
- ❖ Xenia Bradford
- ❖ Abigail Scott
- ❖ Tracy Fuller

Contact Us:  
[EconDev@rgs.ca.gov](mailto:EconDev@rgs.ca.gov)