



# 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

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## Welcome & Vision

Grounding in our shared purpose and recognizing regional leadership

03

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## Regional Opportunities

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

02

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## Sector Snapshots

Deep dive into four key sectors with activation plan highlights

04

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## Investable Project Pipeline

Strategic outlook linking today's investments with tomorrow's prosperity



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

Theory of Change



# 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

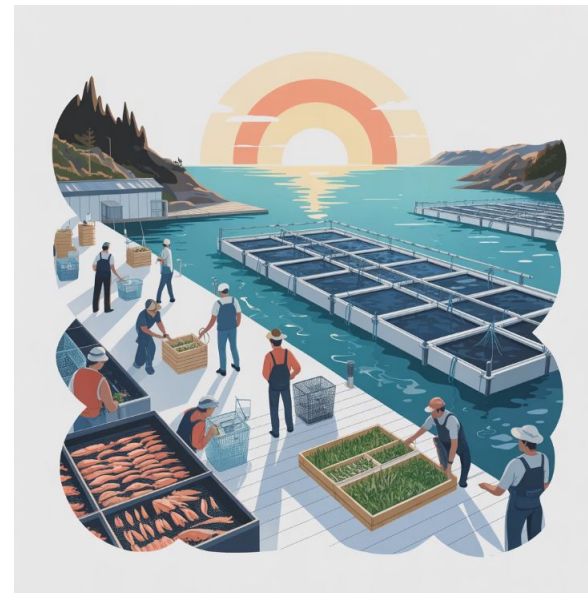
### Building a Regenerative Coastal Future



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.





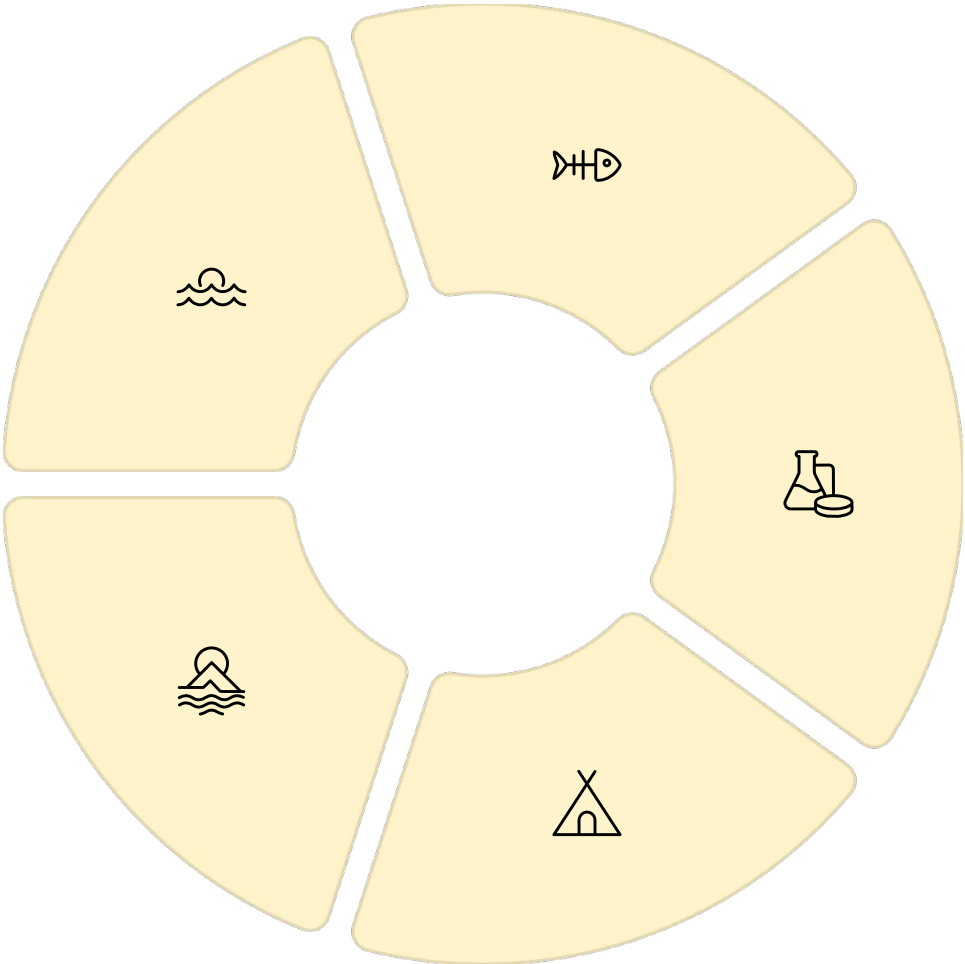
# Blue Economy: Community Impact Framework

## 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.

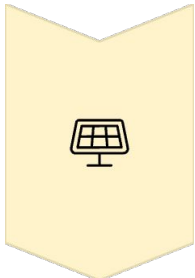


# Tribal Energy Resilience and Sovereignty (TERAS) Project



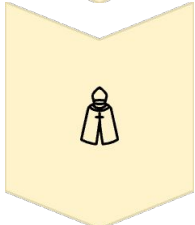
Advancing Sovereignty, Sustainability, and Shared Prosperity

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.



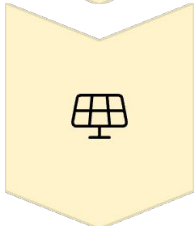
## Energy Sovereignty

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

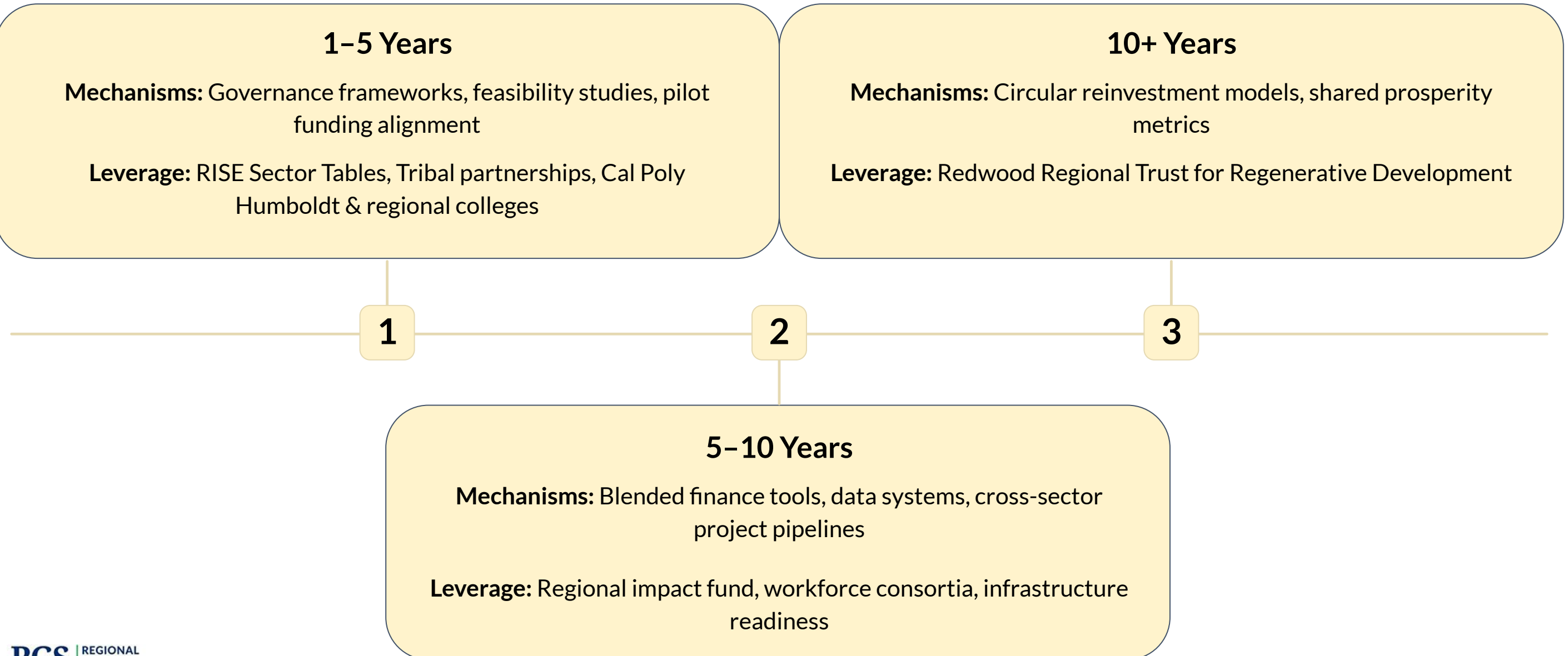
*These initiatives share a common goal: attracting sustained public, private, and philanthropic capital while supporting climate and community resilience.*



# 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

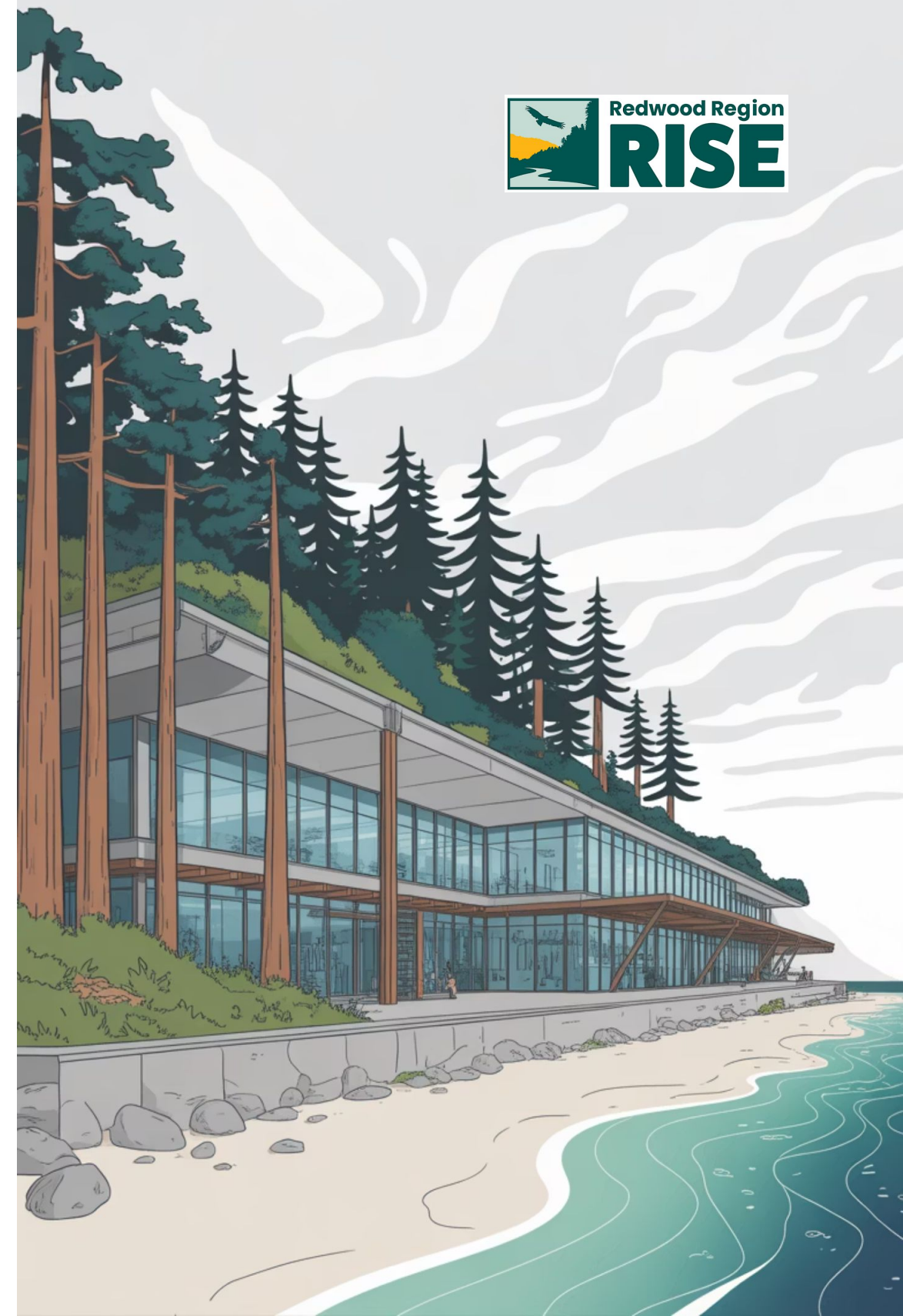
Marine innovation labs and training hubs scale regenerative aquaculture while creating investable ocean enterprises and R&D jobs

## 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

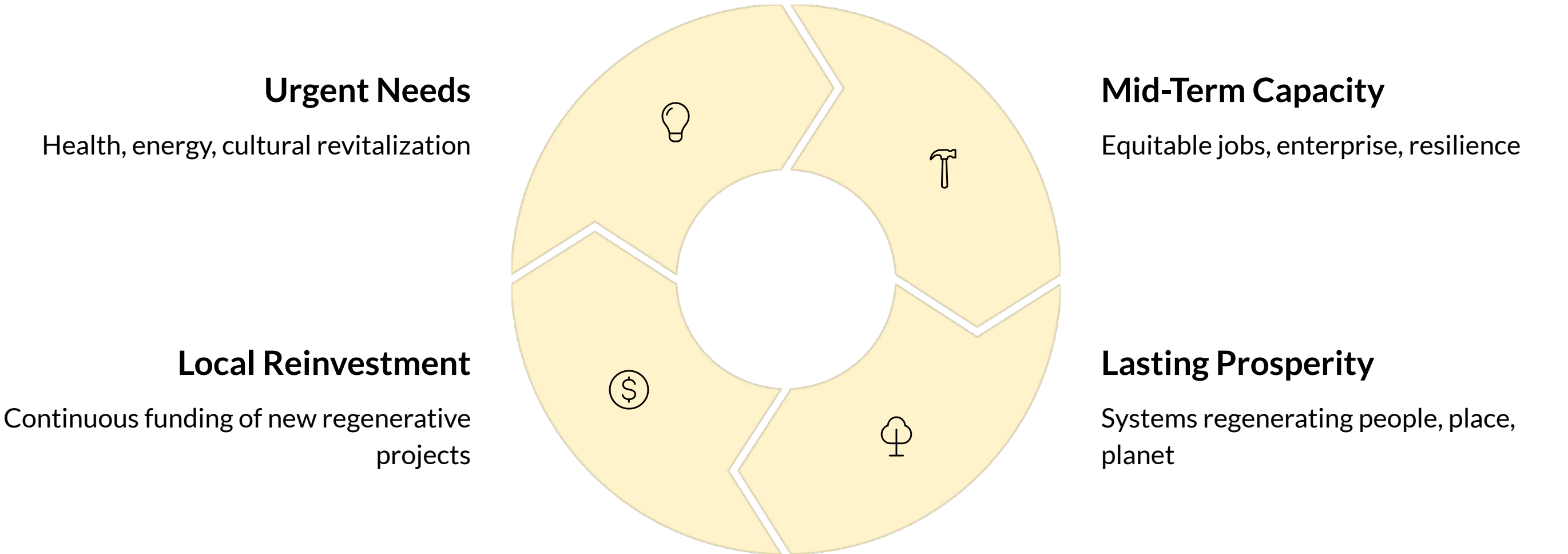
## **Health Innovation District**

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.





# 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



A stylized illustration of a solar farm. In the foreground, several rows of blue solar panels are mounted on metal frames on a sandy, brownish ground. The background shows rolling green hills, several tall evergreen trees, and distant blue mountains under a bright orange and yellow sun with a large rainbow arching over it. A few white clouds are scattered in the sky.

# Thank you!

## Regional Government Services

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