



Redwood Region
RISE

September 26, 2024

**Redwood Region RISE (Resilient Inclusive Sustainable Economy)
(LAST) Monthly All-Collaborative Meeting**

Learn More: bit.ly/Redwood-RISE



Welcome Everyone / ¡Bienvenidos todos!



You have arrived at the **FINAL Planning Phase Collaborative Meeting** for **Redwood Region RISE (Resilient Inclusive Sustainable Economy)**.

Please introduce yourself in the chat—name, affiliation (if applicable) and where you are zooming in from: <https://native-land.ca/>

Icebreaker question:

Are you planning to attend the Redwood Region Economic Summit (Eureka, Oct 10-11) or the CA Forward Economic Summit? (Sacramento, Oct 8-10)

→ We're excited to meet you there!

Land Acknowledgement

Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Mattole; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Indian Tribes; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe; Yokayo Rancheria.

We make this land acknowledgement in recognition that our words must be matched by action and approach.

Learn more: ["What Good Is a Land Acknowledgment?"](#)



Some Housekeeping Notes

- **Welcome (Back)!**
- **Convening team** 🙌
- **Spanish Interpretations** are available
- Speak at a **manageable pace**
→ *and let us know if we aren't!*
- **Questions in chat**
→ *we gather & answer your questions*
- Please **mute your microphone**

→ **Collaborative Meetings:** report out & knowledge-sharing space
→ **Today is our Collaborative's final Planning Phase meeting!**



In Memory of Matt Tomas



Today's Agenda



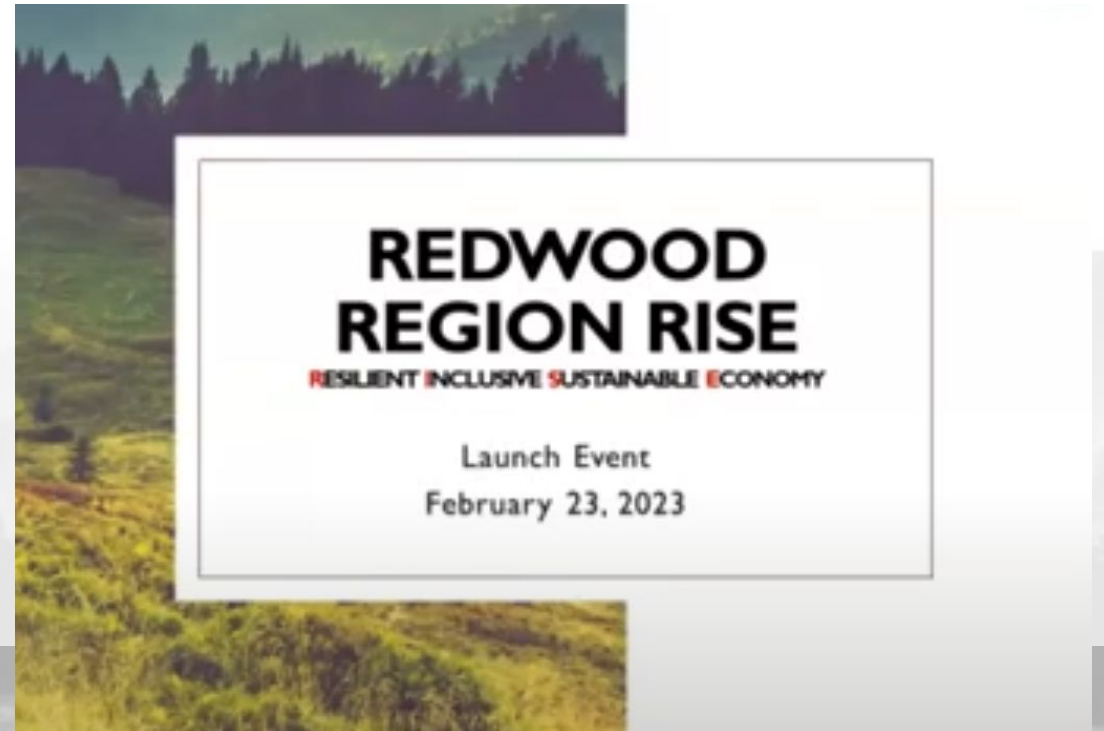
11:05-11:20	Planning Phase closing reflections RISE (Resilient Inclusive Sustainable Economy) convening team : <ul style="list-style-type: none"> • Where we started—and where we are now • Timeline & Milestones 	CCRP
11:20-11:30	Collaborative Bodies – Final Planning Report Out: <i>Send us off with a closing reflection and a one-word aspiration for the next phase!</i>	All Collaborative
11:30-11:55	Outreach and Engagement Reflection <ul style="list-style-type: none"> • Presentation: Key Learnings 	NCO, TNON
11:55-12:05	“Finalizing” our Regional Roadmap <ul style="list-style-type: none"> • Convening team: Summary of local feedback on the Regional Roadmap • Announcement: Public Comment Period • Plan Reviewers provide brief opening comments 	CCRP
12:05-12:20	What Comes Next.... Transition from Planning to Implementation: <ul style="list-style-type: none"> • Transition timeline • Introducing leadership • Preview: Implementation 2 year Plan 	CCRP
12:20-12:25	Q&A <i>What is something you'll take away from planning to implementation?</i>	CCRP

Planning Phase Closing Reflections



→ **Where have we come from?**

We started this journey as the Community Economic Resilience Fund (CERF), when we thought we would be focusing on an equitable and sustainable recovery from COVID 19....



How We Got Here



We knew we had to build a Collaborative, and create a data-driven Regional Roadmap. And not much else!

- **January 2023:** All three agencies jumped into gear. The program launched late January 2023, in February we brought partners together for the first time.
- **March 2023:** Executed research contracts and started digging through piles of data, began conducting data walks with the ever growing Collaborative to help us draft Regional Plan Part 1.
- **April 2023:** Formation Task Force helped us figure out Collaborative governance, team conducts hundreds of listening sessions to understand the organizational landscape of this newly designated region. The State creates Pilot Projects, our region is awarded one!
- **June 2023:** We finalize our governance structure and get to work building it.
- **July 2023:** Began the community nomination process for seating Voting Members. Equity Council is sat and working. State announces Catalyst Fund creation.
- **September 2023:** Our first in-person meeting and equity training happens in Ukiah! Local tables have started meeting.
- **November 2023:** Project Inventory process to understand regional goals and synergies begins.
- **December 2023:** Completed preliminary draft of Regional Plan Part 1, and Insights Report from O&E.

How We Got Here (continued)



→ **January 2024:** Working with Collaborative, identified key sector areas that were shared priorities for our Tribal Lands and four counties. Began identifying important actors across the region for each sector, assembled 4 sector tables who begin to meet & draft strategies for Roadmap Part 2.

→ **April 2024:** WE MEET IN PERSON! Sector Tables ground test preliminary Sector Strategies. Tribal table comes together in person for the first time, Equity Council beta tests equity project planning tools. The region begins exploring Projects...

→ **June/July 2024:** Sector Tables complete Sector Strategies, Community Feedback phase begins, work to collectively draft cross sector strategies. Work begins on project scoring rubric design for Catalyst funds.

→ **July 2024:** Region is onboarded, begins work on the Catalyst Fund while wrapping up planning.

→ **August 2024:** Draft of Regional Plan Part 2 completed, now being prepared for broader Collaborative review. Sector Investment Coordinators RFPs released.

→ **September 2024:** Completion of key communications products, formatted Regional Plan will be sent to Voting Members for review, Recruitments for key implementation personnel continues, Committees round the corner on finishing RFP for Catalyst funds, Project Inventory tops 130

THUS CONCLUDES THE LONGEST 18 MONTHS OF OUR LIVES!

CCRP Spend Down



Category	Budgeted	
Staff salaries/benefits, travel, indirect, operating expenses	\$ 1,026,773	4-5 FTEs; Project Management; Research incl. landscape analysis, listening campaign, data analysis and visualization; facilitation and coordination; administration; contracting and contracts management; coordinating with state and intra regional collaboration; support to partners; outreach and engagement; event planning; research findings dissemination; website and communications asset development; grants research; and more. <i>Came up a little short</i>
Data, Planning, Communication	\$ 147,048.00	Project management software, Economic impact analysis software, dissemination, visual communication tools, collaboration tools, web tools. <i>Nearly fully expended</i>
Equipment/ Furniture	\$ 30,089.00	Upgrading computers to run data packages, workstations for new staff, etc. <i>Nearly fully expended</i>
Contracts	\$ 571,450.00	Subject Matter Experts and TA: Chico State, Sierra Business Council, Six Sector Table Leads, Project Development TA, Regional Plan Part 2 misc help. <i>Fully expended</i>
Total Budgeted	\$1,775,360	
Total Spent (projected)	\$ 1,617,969	

NCO Planning Phase Budget Overview

NCO Outreach & Engagement	
Staff Salaries/Benefits:	\$ 605,402.00
Staff Travel:	\$ 27,000.00
Operating Expense:	\$ 90,750.00
Events/Conferences	\$ 140,000.00
Data, Planning and Communication	\$ 3,000.00
Community Engagement	\$ 250,000.00
Participant Compensation	\$ 55,000.00
Equipment/Furniture	\$ 29,218.00
Contractual Services	\$ 529,100.00
Indirect Costs	\$ 158,000.00
TOTAL	\$ 1,887,470.00

Check In on Three Planning Phase Goals



- **Collaborative:** total membership count = 196
- **Regional Plan Part 1:** data driven, ground truthed, 400+ listening sessions informing seven chapters.
- **Regional Plan Part 2:** 130 contributors, 8 reviewers, 5 Strategy feedback sessions with 156 participants.

→ *Focus in Planning Phase: “getting folks to the table”.*

→ *Focus moving forward: meaningful participation and leadership, connection, impact.*

Assets and Resources Created



→ ***Collective sense making and shared agenda setting***

- Communications resources
 - Website, (bi)weekly Newsletters, LinkedIn
 - Tailored dissemination materials (videos, one-pagers, slide decks, toolkits, brochures, flyers, etc.) – coming to you soon!
 - Public Image Library - launching soon!

→ ***Helping connect our region***

- Partner Directory (digital version launching soon!)
- Project Inventory (digital mapping platform launching soon!)
- Two in-person events, digital convening.

→ ***Translation and language inclusivity*** - Thank you Maggie, Loreto, and Bao!

→ ***Trainings, TA, and support*** - Think Place, Bischoff Consulting, Kraft Consulting, Regional Government Services Authority (RGS)

Collaborative Bodies: Report Out

- **Voting Members**
- **Equity Council**
- **Tribal Planning Table**
- **Local Planning Tables:**
 - Tribal Lands + Del Norte
 - Tribal Lands + Humboldt
 - Tribal Lands + Lake
 - Tribal Lands + Mendocino
- **Economic Development Finance (EDF) Working Group**



Outreach and Engagement Reflections

North Coast Opportunities and True North Organizing Network





Community Outreach & Engagement Recap
Redwood Region RISE (Resilient Inclusive Sustainable Economy)
September 26, 2024

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Outreach & Engagement Strategies Completed



Outreach & Engagement Efforts Completed



*Total attendance= duplicated counts of participants. Estimated of total individuals that we engaged with = 4,550

Outreach/Engagement Activity	Interest Holder Representatives	Level of Engagement to Date <i>(please note that some groups are represented in multiple categories)</i>				
Listening Sessions	Business/Workforce Agencies, CBOs, Economic Development Agencies, Environmental Justice Organizations, Government Agencies, Labor, Workforce partners, Tribal Nations.	144	Collaborative Meetings	All- Collaborative Meetings	14 meetings (including 2 in-person gatherings) 1,448 total attendance	
	Priority Communities	355		Equity Council Meetings	11 meetings 139 total attendance	
	Total Listening Sessions:	499		Tribal Planning Table Meetings in Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino Counties	5 meetings, 1 webinar 62 total attendance	
				Local Table Meetings/Webinars in Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino Counties; public at large	25 meetings/webinars 296 total attendance	
Surveys	1 - Initiative Launch Survey	93		Sector Planning Tables	21 meetings 343 total attendance	
	2 - Partner Mapping Survey	124		Voting Member Block	All Collaborative meetings + 2 working sessions Total attendance in working sessions: 67	
Data Walks (virtual)	Collaborative, public at large	11 virtual Data Walks 1,102 total attendance		Economic Development Finance Working Group	7 meetings/webinars 146 total attendance	
Pop-Up Data Walks (in-person)	Priority Communities in Tribal Lands and Humboldt, Lake, and Mendocino Counties; public at large	12 pop-up Data Walks 250 total attendance		Community Events	Priority Communities, Community-Based Organizations, Grassroots Organizations in Tribal Lands and Del Norte, Humboldt, Lake, and Mendocino Counties; public at large	30 events 600 total attendance
Collaborative Meetings	All- Collaborative Meetings	14 meetings (including 2 in-person gatherings) 1,448 total attendance				

Tribal Lands & Humboldt County: Rachel LaMell



Centro del Pueblo: Know Your Rights

- Know Your Rights with Migrant Agricultural Workers Affected by Unemployment due to the collapse of the Sun Valley Farms Company.
- Following the sudden closure of one of the largest employers of Latino and Indigenous agricultural workers in the region, Centro del Pueblo has launched a critical campaign to inform and educate migrant workers about their fundamental rights in the United States.
- This campaign also includes the distribution of economic relief, made possible through community donations and Centro del Pueblo's fundraising events.



Tribal Lands & Lake County: Stephen Dilley



Vision of Hope Village: Adaptative Culinary Program



VISION OF HOPE VILLAGE

OUR MISSION

We believe in the idea that people of all abilities have the right to live independently, to enjoy the safety and support of their community, and to have opportunities equal to those of their neurotypical counterparts.

OUR IMPACT

-  **Fostering diverse community**
-  **Changing lives Changing hearts**
-  **Strengthening families daily!**

OUR STORY

Tracy and Robin met in 2008 when Robin and her family moved in next door. As two Moms of children with Autism they became not only good neighbors but also good friends who learned to navigate the world of Autism together. Years later while discussing the futures of their now adult children who had grown up together and also become good friends the question arose "what happens to them when we are gone?" it was evident that the choices were slim. Not only was housing a huge issue but once their kids turned 22 their access to social activities and other services were scarce with some local providers having up to 5 years waiting lists for services. That is when Vision of Hope Village was born, from an idea to a movement

Vision of hope is dedicated to enriching the lives of young adults with Autism and those who join us..

CONTACT US: information@visionofhopevillage.org 707/753-3663

Coming Fall 2024Y

Vision of Hope Village's Adaptive Culinary program at the Nice Event Center 2817 E. Highway 20, Nice Ca 95464

Classes are limited call to reserve your spot Now!!

707/753-3663

Get ready for an exciting career!



Our Program will introduce you to:

- Safety, Sanitation and Storage
- Fundamentals of Baking and Pastry
- Basic Food Preparation
- Intro to Catering and Hospitality
- and more

All abilities welcome. We have a limited number of scholarships on a first come first served basis.

www.visionofhopevillage.org

Tribal Lands & Mendocino County: Yesenia Herrera



Laytonville Harvest & Art Street Fair



- The idea for this event came from the RRRISE community meetings we had in Laytonville. At our first community gathering, it was determined that a local event would help to stimulate the Laytonville economy, as well as bring the community together. The concept for “Taste of Culture” was born.
- The event on October 19 will be organized by Traci Pellar and Jayma Spence, representing Laytonville Healthy Start/Harwood Memorial Park as the fiscal sponsor for the event.
- Together, they have pulled together a team of community members who will help with the event.

A Call for Vendors!!



Laytonville Harvest & Art Street Fair
Oct. 19, 2024 • 10-4

Let's Celebrate the Fall Harvest Together!

All producers & crafters are welcome!!



get the details
mendocinoproducersguild.org
info@mendocinoproducersguild.org

Tribal Outreach: Zenia Leyva Chou

TRIBAL ENGAGEMENT GRANTEEES

	MIDDLETOWN RANCHERIA OF POMO INDIANS	Tribal Lands & Lake County	Federally Recognized Tribal Nation
	REDWOOD VALLEY LITTLE RIVER BAND OF POMO INDIANS	Tribal Lands & Mendocino County	Federally Recognized Tribal Nation
	ROUND VALLEY INDIAN TRIBES	Tribal Lands & Mendocino County	Federally Recognized Tribal Nation
	SCOTTS VALLEY BAND OF POMO INDIANS	Tribal Lands & Lake County	Federally Recognized Tribal Nation
	TOLOWA NATION	Tribal Lands & Del Norte County	Non-Federally Recognized Tribal Nation

CBO MINI GRANTEEES

TRIBAL LANDS & HUMBOLDT COUNTY

Black Humboldt
 Centro del Pueblo
 HC Black Music & Arts Association
 Ink People
 Norcal Lao Foundation
 Playhouse Arts
 Westside Community Improvement

TRIBAL LANDS & LAKE COUNTY

Lake County Community Foundation
 Middletown Art Center
 Sacred Life Recovery Services
 Vision of Hope village

TRIBAL LANDS & MENDOCINO COUNTY

Arbor Youth Center (RCS)
 Arts Council of Mendocino County
 Laytonville Healthy Start FRC
 Nuestra Alianza FRC
 Weaving Wellness & Diversity Management

Thank You!

It's been our honor collaborating together with the Redwood Region RISE initiative and we appreciate this opportunity to engage with our region's diverse communities, specifically with the priority community members and supporting the growth of Equity Council, Tribal Table, and Local Tables across the Redwood Region.

As our contract comes to a close on September 30, 2024 please contact ccrp@humboldt.edu moving forward for all outreach and engagement related questions.

Best Wishes, NCO Outreach & Engagement Team



Update on Regional Roadmap

- We are inches away from being able to release our Regional Roadmap (Plan Part 1 & 2) for **Public Comment**. Will have that period open for a few months; it is a living document.
- **Big thank you to our reviewers!** Aviv, Benjamin, Cara, Fawn, Leann, Lulu, Portia, and Ursula.
- **Dissemination materials** on their way.
- **Voting Members** to approve a working version next month.

We've begun transitioning/recruiting leadership for the next phase!

Excited to announce our newly created **Executive Committee** to steer Redwood Region RISE in the Catalyst/Implementation Phase.

With representatives from key RRRISE tables, this committee will help us stay in alignment with our vision and integrate the work of our collaborative.

Members will serve for a year with option to continue for one additional year. The chair will rotate each quarter. A new organizational chart with all this info is on its way!



Our Executive Committee Members

Tribal Liaison 1: Larry Galupe (Middletown Rancheria)

Tribal Liaison 2: Joe Davis (Northern California Indian Development Council)

Equity Council Representative: *Awaiting nomination*

Del Norte Representative: Cindy Vosburg (Del Norte Chamber of Commerce)

Humboldt Representative: Treston Shull (Laborers International Union of America)

Lake Representative: Nicole Flora (Lake Economic Development Corporation)

Mendocino Representative: Stacey Caico (Economic Development and Financing Corporation, Mendocino)

Sector Investment Coordinators

Key to the success of implementation are our Sector Investment Coordinators, who will work with the Sector Tables to increase investment into the region and help resource and capacitate RISE aligned projects.

- **Arts, Culture, and Tourism Sector lead:** Calder Johnson (North Coast Repertory Theatre)
- **Health and Caregiving Sector lead:** Jessica Osborne-Stafsnes (North Coast Health Improvement and Information [NCHIIN])
- **Renewable and Resilient Energy Sector lead:** Matthew Marshall (Blue Lake Rancheria)
- **Working Lands and Blue Economy lead:** Mary Anne Petrillo (West Business Center)

CCRP supports to the Sector Investment Coordinators:
Leigh Pierre-Oetker and Devin Flynn

Our Equity Council Leadership

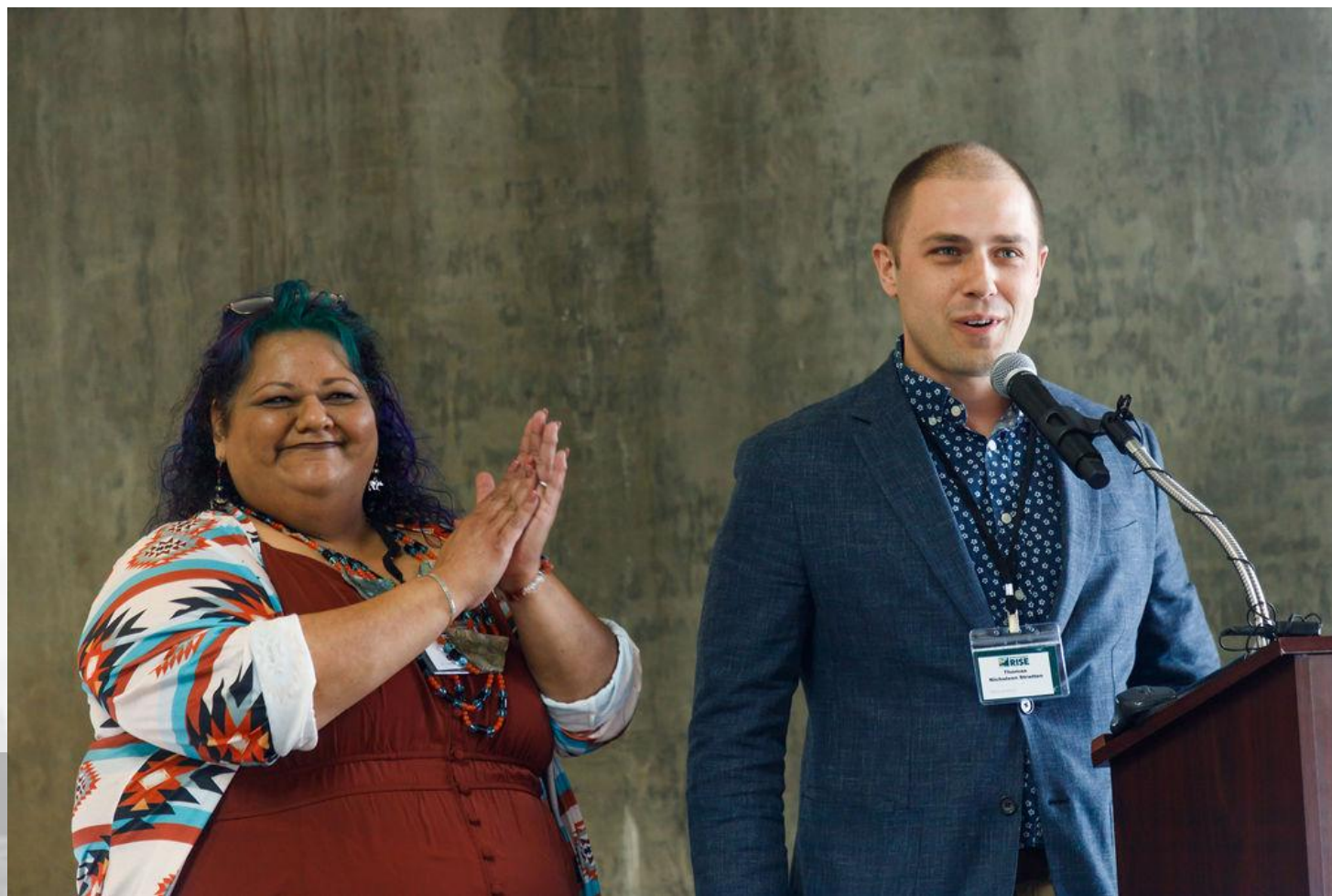
Equity Council Chairpeople:

Maria Dahlin

and

Thomas Nicholson Stratton

- Elected earlier this year.



More Resource Folks and Leaders Sought

- **Open RFPs:** Equity Resource Specialist and Tribal Table Lead.
The deadline to apply for both opportunities is Friday, October 11 by 11:59 p.m. (links to RFPs will be dropped in the chat.)
- **RFP to be released in October:** “Outreach and Engagement”–Up to four entities will be sought (one for each county)
- **In talks:** Facilitation and organizational development support
- **TBD:** RFP for workforce development–coordination, support

Transition to Implementation Phase

→ 2 year plan is currently under development

- Updated Roles and Responsibilities to reflect structural changes.
- New Communication Strategy to help keep partners in the loop and provide more opportunities for connection.
- New outreach and facilitation approach focusing on providing TA and support.
- Convening schedule for two years–alternating online and in person convening by quarter.
- Overview of Regional Roadmap strategies to show what we are working on during this time together.
- Updated Bylaws and other policies.

Fall Convening Schedule

→ *All tables are moving to a quarterly convening cadence, though ad hoc meetings/committees are an option at the tables discretion.*

- **Equity Council:** Fall meeting items include designating representative to the Executive Committee, selecting a Resource Person, feedback on Catalyst RFP, and more at the discretion of the chairs.
- **Tribal Table:** Fall meeting to select Resource Person, discuss priorities and upcoming programming, feedback on Catalyst RFP.
- **Voting Members:** Vote to approve the Roadmap, Catalyst RFP.
- **All Collaborative meeting:** Orientation for 2025 first quarter meeting.

Late Jan/early Feb: First in person! Award Catalyst Funds, build out Investment Map, chart next steps.

Catalyst Funding

- We've set an intention: Get to yes on final version of the Catalyst RFP and Scoring Rubric and open the call on **OCTOBER 21st**.
- During the application period we will recruit Project Scorers and a TA support person (train scorers and provide TA for applicants) for the awarding process. → *Let us know in the chat if you're interested!*
- Awards to be made at the in-person meeting, first quarter of 2025.
- *Note on project inventory: okay to wait on updating...*

Q&A, Reflections

What is something you'll take away from planning to implementation?



Our Next In-Person Convening:

TBD: January/Feb 2025!



[Redwood Region RISE Calendar](#)

Please contact us with any questions or concerns: ccrp@humboldt.edu

