



Redwood Region **RISE**

Working toward a future
where everyone can thrive

bit.ly/Redwood-RISE



Redwood Region RISE (Resilient Inclusive Sustainable Economy):

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.

Welcome!



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;
Redwood Valley Little River Band
of Pomo Indians;

Resighini Rancheria;
Robinson Rancheria;
Round Valley Reservation;
Scotts Valley Band of Pomo
Indians;
Sherwood Valley Rancheria;
Tsnungwe;
Tolowa;
Tolowa Dee-ni' Nation;
Trinidad Rancheria;
Wailaki;
Wiyot;
Yurok Tribe.

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

Redwood Region

Resilient Inclusive Sustainable Economy

A regional community coalition of 100 seated members engaging a community of nearly a thousand residents working to develop equitable strategies to bring good, sustainable jobs to the Redwood region through the California Jobs First initiative.

California Jobs First is a \$600 million statewide initiative designed to promote a sustainable and equitable recovery from the economic distress of COVID-19.

Redwood Region RISE aims:

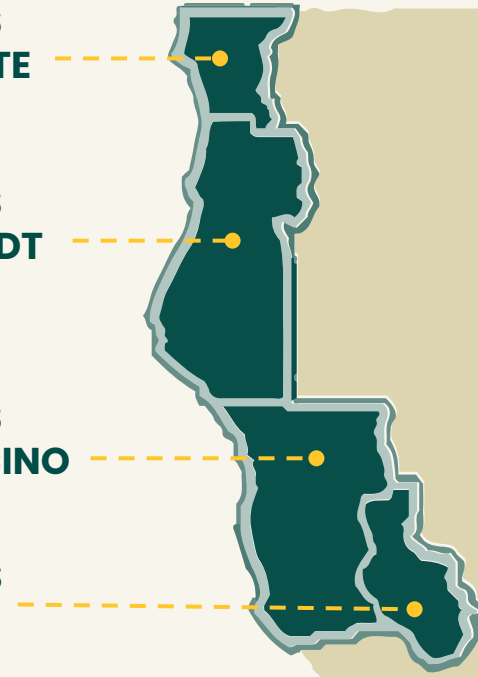
1. Create thriving-wage opportunities for workers in our region
2. Pursue sustainable economic growth (diversifying economies)
3. Get us closer to California's goals for a carbon neutral future

TRIBAL LANDS
AND DEL NORTE
COUNTY

TRIBAL LANDS
AND HUMBOLDT
COUNTY

TRIBAL LANDS
AND MENDOCINO
COUNTY

TRIBAL LANDS
AND LAKE
COUNTY



How Redwood Region RISE will achieve its goals

PLAN



DEVELOP



IMPLEMENT

By August 2024, prepare a Regional Roadmap to guide economic and job development for the next 10 years

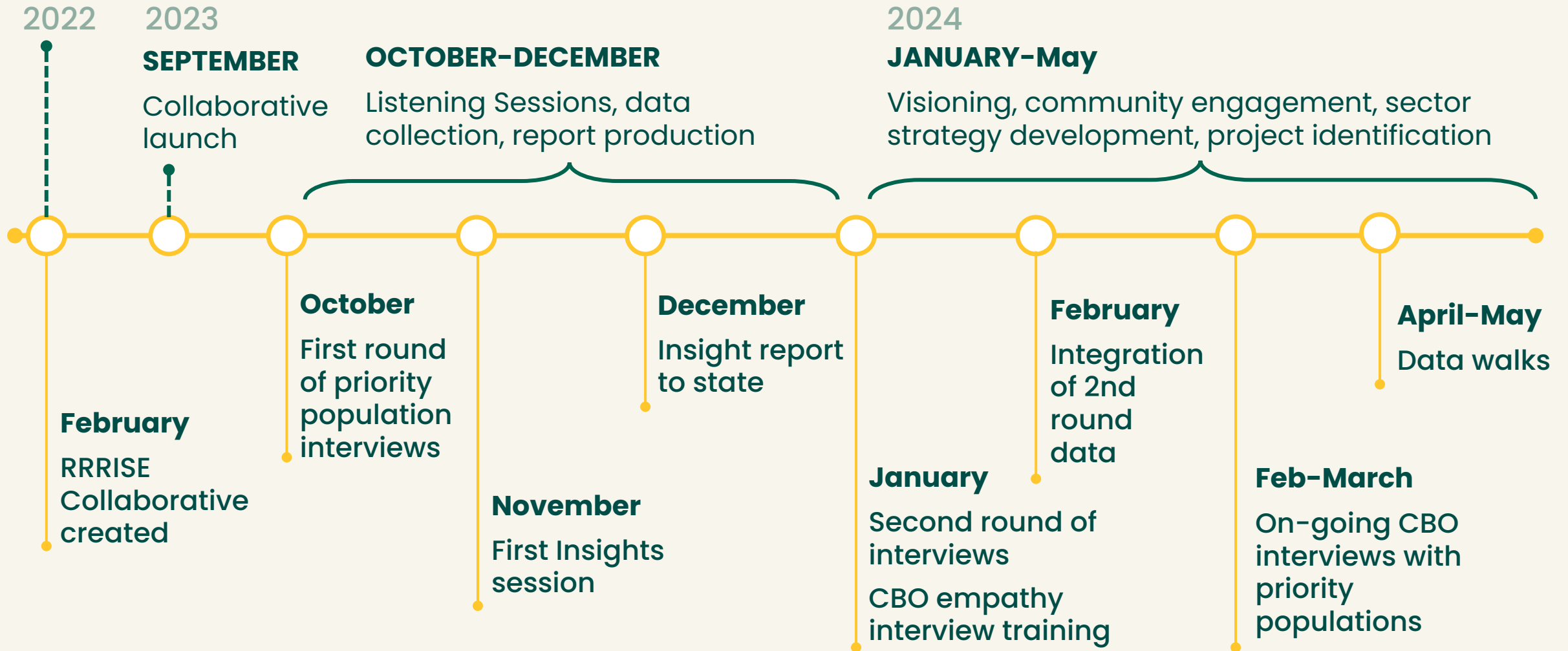
Create lasting regional collaborative structure for ongoing planning, project development

Help make sure partners and projects are ready to apply for funding

Launch funded projects and learn from experience

Continue collaborative cycles of planning, development, implementation and learning

Where we are now: Community Outreach and Engagement Plan



What guides us...

In the Redwood Region, we envision
a place where everyone feels
belonging and pride, celebrating
our traditions and cultures.

What we are doing...

We are collaborating on a regional economic development roadmap to generate innovative solutions that drive a resilient, inclusive, sustainable economy.

Where we want to go

We strive for a future where every individual, regardless of background or circumstance, thrives.

Why this walkthrough?

This walkthrough provides a picture of the lives of people living and working in the Redwood Region, using their own words combined with data compiled by California Center for Rural Policy (CCRP), the RRRISE Regional Convener.

We hope this information will:

1. Increase understanding of people's lives and work experiences
2. Expand community connections to Redwood Region RISE's work
3. Inspire creation of good and sustainable jobs that both build and reflect a resilient, inclusive, sustainable economy



Where did this information come from?

The presentation draws on in-depth interviews with people across all four counties, with additional outreach to priority populations, a regional visioning session with over 100 participants, Tribal Planning and Equity Council engagement and data reports created by CCRP.

We have summarized data for clarity.

Use the QR code to the right to access CCRP's full draft report.



**Creating good and sustainable jobs ...
Insights into what people value, wish for, struggle with and need.**



BELONGING:

What keeps people here
and what drives people
away?

I'm here because...

"I fell in love with the place. I fell in love with the **community**, just the **natural beauty**, the **slow pace**."

"I often take like a longer two-hour lunch. Another part of the **quality-of-life** thing. I love to go to the beach and just run with my dog."

"I think I love living in Humboldt County because being a tribal member, we've never relocated, we've always been where we are. And so that just really makes me feel like **this is where I'm supposed to be**."



"I don't think I would want to live anywhere else."

I left because...

“Like I feel the **transphobia** and **homophobia** daily. I know other folks, you know, in my close community feel a lot of **racism** and a lot of, you know, tough things living here.”

“Because there’s **nothing to do here**. There’s not really a whole lot of incentive to stay.”

“People that I grew up with are trying to **find a cheaper place to live** in like Oklahoma.”



“More and more people have moved away.”

MENTIMETER:

What makes you feel like you belong in this region?



THRIVING:

Where are people struggling despite having a job?



I spend half my day getting places

"I think since Lake County is so spread out; **bikes would be nice** for some of my clients trying to get around town...it's hard to get around. Most of the time **they have to walk.**"

"Driving 2 hours to get to school is definitely tough... **it's become an obstacle**, even now, where it's like, some days, I just don't want to go, but I know I have to."

"If we are working on creating more **equitable, accessible solutions** to jobs and employment, **transportation and public transportation are a huge part** of that to me, because there are so many places I just don't get to go to."

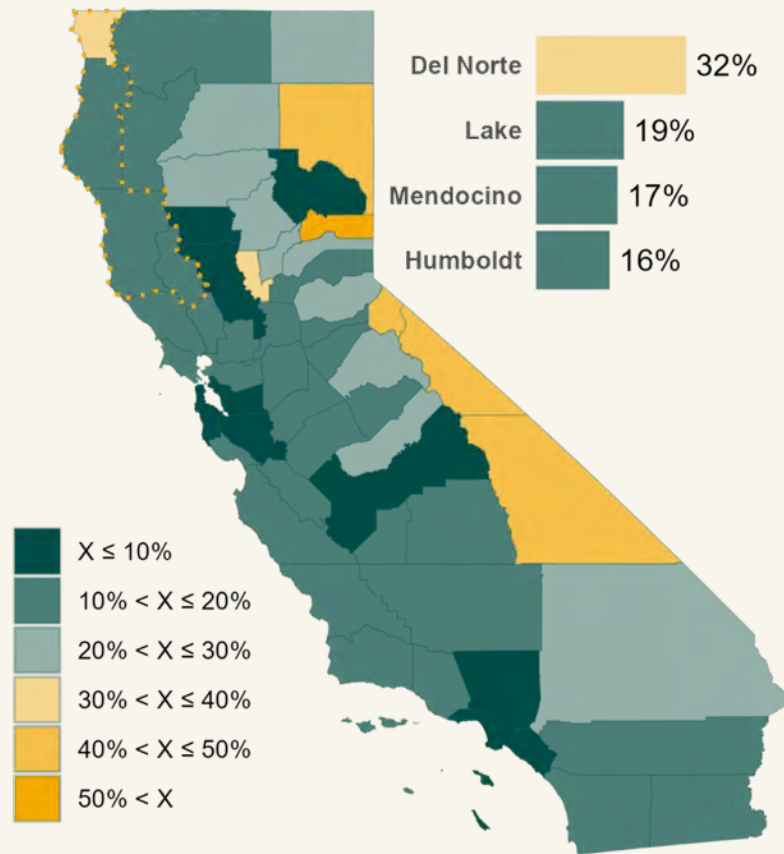
"**Lack of transportation** options as a disabled person is a **major limitation** to access employment."

"Even the **roads** to get here sometimes, depending on the weather, **half of them are closed.**"

"**Gas prices definitely takes a toll** because your cost of living definitely affects whether or not I can finish classes sooner or later."

...walking isn't cutting it.

Access to groceries:
Percentage of population living more than 10 miles from a grocery store



My lack of child and family care is paralyzing

"If you **don't have a relative**, there is **no childcare** around here."

"Access to childcare and education would make a major difference in the **amount of opportunities** you have."

"I'm pretty sure I'm breaking some type of rule or law somewhere. So don't tell nobody. But I **bring my kids to work.**"

"It was literally impossible to find a daycare provider that was taking in a new child, let alone an infant child. We do not have enough childcare providers."

My lack of child and family care is paralyzing

Across our region, for every 10 children with working parents, there are only 4 spots available with licensed childcare providers.

Regionally, 6 in 10 children do not have a licensed option available.

In Lake and Mendocino Counties, almost 7 in 10 children do not have a licensed option available.



My health is my wealth

“One field that is lacking in support is mental health. My studies were **heavily impacted by mental health.**”

“**Lack of fresh food** impacts wellness in a place where accessible medical treatment is already a challenge.”

“I do think some counseling... **just talking to someone** a little bit more...At 18 years old, my best friend had committed suicide.”

“I do **maintain physical activity** in my life as a priority and just health overall.”

“I think I’m just always wanting to **work on making it a safer place** for everyone to kind of find healing because it really is a healing environment.”

“I feel like, the community needs **more financial education** and just overall, like health, **health and wealth education.**”

By the time I pay my rent, there's no paycheck left





"When it comes to living expenses, we are definitely **living paycheck to paycheck** and honestly, just anything we get our hands on goes directly to bills."

"This month I could really use an extra \$500. I am **struggling** and now I'm gonna **struggle for the next three paychecks** because I'm gonna have to put everything on a credit card, you know what I mean?"

**"Housing has been
really transient.**

**I bounce around a lot
to friends, house-
sitting/couch surfing."**

House prices, annual income required to own a home, and the number of unhoused in each Redwood Region county.

County	 Lake	 Del Norte	 Humboldt	 Mendocino
Median house prices (\$)	\$320K	\$377K	\$437K	\$527K
Required annual income (\$)	\$84K	\$98K	\$114K	\$138K
Number of unhoused (per 100,000)	657	400	882	1,124

MENTIMETER:

Can you think of projects or people in your area that aim to address any of these issues and would benefit from regional collaboration?



GOOD SUSTAINABLE JOBS:

What do people value in a
job?



I need a job that lasts and supports me

“The local workforce, **it’s all the same** jobs, same employers. I’ve already been down that road.”

“And so for several years, I was **continuing with the [creative] business and also teaching** and teaching, I would say, ultimately did fund my [creative] business for quite a while.”

“So I am **often found working in places like Walmart**, Home Depot, Verizon, just different companies that need you know, techs or extra hands to do **odd jobs**.”

“**We don’t really look for long-term employees**. We like to work with a lot of college students because there’s a lot **more flexibility**.”

“I’m in the **under-employment tango**”

“And then on top of that there's no, they **don't have good benefits**. Yeah, there's no benefits. It's just basically **by the hour and nothing else**.”

Monthly cost of living

for a family of four living on the Redwood Coast (as a percentage of income)

Median income: \$7,603



Expenses: \$7,378



20.9%
Healthcare



13.2%
Childcare



9.6%
Other



17.2%
Transportation



11.6%
Food



14.9%
Housing



9.7%
Taxes

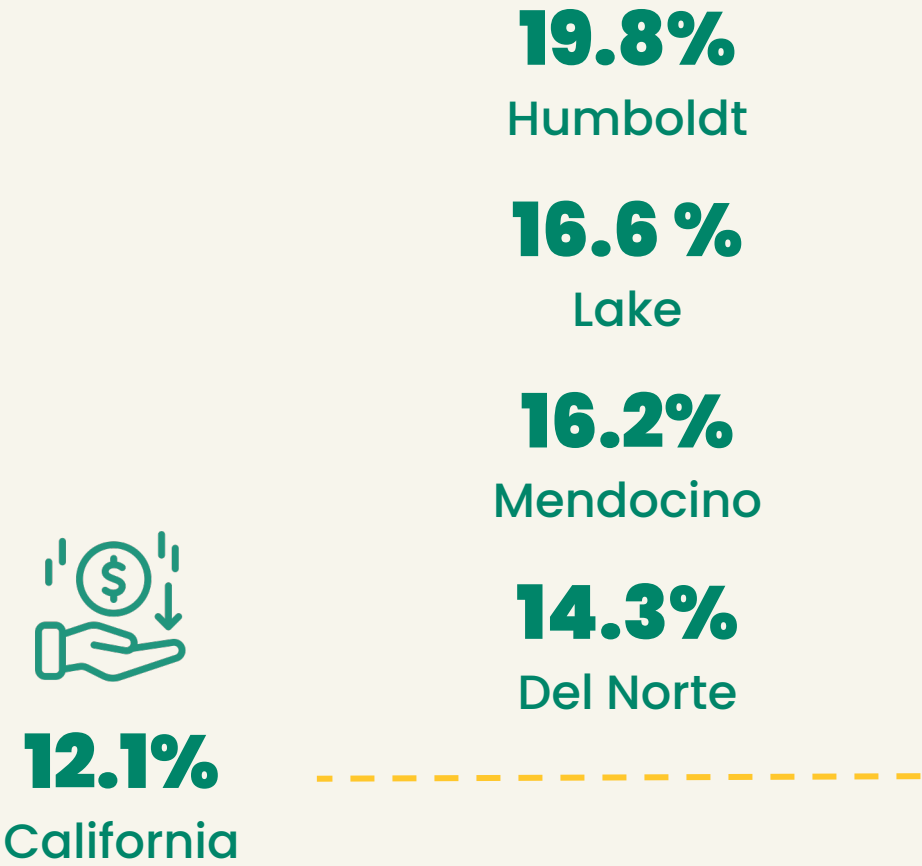
3%
Total remaining
income (\$225)

Compared with:

11.3%
California

16.9%
National

Poverty rates for Redwood Region and California



Who is most at risk?



Black



AIAN



Asian



No high school diploma



Part-time workers

Groups 2-3x more likely to experience poverty than the CA average

Employment is inflexible to my personal and family needs

“Sometimes there are days **when she needs to be picked up early from school** – my job right now, they’re really understanding with our situation.”

“I have **expressed traits of autism** way before I was diagnosed and that has always played a heavy role in employment. **I got fired** from multiple places.”

“[At my last job] “There is a lot of **favoritism** there and there was a lot of **bullying** and stuff going on underneath the supervisor that shouldn’t have been going on.”

“**It’s like putting a mask on and hiding who you really are.**”

“[If I had a magic wand,] I would actually **try to improve work conditions** at a lot of places. A lot of people are treated like sh*t at work in this area.”

“At the end of the day, companies don’t care. **We are a metric and a number.** If they could just learn how to respect their employees.”

My work meets community needs, and is unpaid

“Once a year I **donate 10 hours**... that's part of **giving back**.”

“We do a lot of organizing locally around like **mutual aid**, helping a lot of houseless folks **access to food** and different supplies, stuff like that. So that's kind of more of **my community role**.”

“What I've been doing just kind of on my own... working with people who are only **Spanish speaking**... It's **hard [for them] to navigate the system**.”

If I am connected, I succeed

"I kind of had a realization that... **I honestly could make a bigger splash where I was** from because of all the connections I had."

"All the [employment] **support came from people I know** and less from any kind of system."

"What I enjoy most is to see the **relationships that I'm building with a community** – to see how I'm helping the community."

"I feel like in some ways **there could have been a mentor** or something like that, like to meet with you and see how you're doing and **see if you need help** or what you need help in to **further you in your career.**"

"I watched my mom take care of my grandma. As I got **older I stepped in and helped my mom take care of our family members** that we had to bring home and take care of. So I figured **I might as well do something that I love to do and I continuously am doing.**"

"It's healing to have work in Native organizations with Native people who understand you and **relate to your cultural values.**"

MENTIMETER:

What else comes to mind when you think about the difference between a job and a *good and sustainable* job?



GETTING A GOOD & SUSTAINABLE JOB:

What helps and what
gets in the way?



I need a roadmap for career exploration

"I've got a very difficult time identifying passions.
I can tell you what I don't like to do once I've tried it."

"Not having the **knowledge** costs you money."

"There needs to be more work readiness... A lot of **high schools around here don't have those programs** that really uplift kids to have trade skills that they want to go into."

"I wish I had known more about physical therapy when I was a kid because **I didn't know Mendocino College offered a physical therapy assistant program.** It's a two year program, you get done and you're making a decent living wage in this county."

"I would hope for a **community center with classes** so people could learn...including **life skills.**"

I think it's really common in people with my background that they **grow up not really finding what their true gifts are,** not really finding what their talents are.

High school graduation rate



84%
California



87%
Humboldt

83%
Mendocino

80%
Del Norte

77%
Lake

Percentage of high school graduates who meet UC/CSU admission requirements

50%
California



29%
Humboldt

28%
Mendocino

26%
Lake

18%
Del Norte

I need more local and affordable education options so I can get ahead

“Most good paying jobs require a degree or lots of work experience. Dad wanted to be a doctor but **didn’t finish** schooling because **he had to support his family.**”

“[Graduate school] would be **out of reach** for most people in my zip code. **Educational grants** to people would be helpful now more than ever, because people could **do it online.**”

“**I wake up at 4:00 am**, I leave Clearlake, then I get to Sacramento about 6:30. I workout at the gym at Sacramento State. And then I go to class til roughly 1:30 to as late as 3:00. And then I drive back and **get back about five [PM] and then pick up my kids.**”

“A lot of jobs **require degrees** that require more education that **people don’t have [access to]** in the community.”

“[We need] more job opportunities for people **who don’t have an educational background** or like a high school degree but give them a chance to maybe **learn on the job.**”

“Associate’s degree should be free so they aren’t **making career choices based on student debt.**”

Percentage of people 25 years or older who are a **high school graduate or higher**



84%
California

91%
Humboldt

87%
Mendocino

87%
Lake

81%
Del Norte

Percentage of people 25 years or older who hold a **Bachelor's degree or higher**



35%
California

31%
Humboldt

24%
Mendocino

18%
Lake

16%
Del Norte

I know what I'd really love to do and I'm buried in the day-to-day...

"I love what I do, but I **need to be able to support myself** at the end of the day and **living paycheck to paycheck** is not great."

"I do often think about how if I'd gone, like, the community college route. And maybe done, more university, you know, perhaps **being able to actually pursue that journalism career** and stuff like that."

"My wife, she's currently finishing law school. And so, we're both in the middle of studying and finishing our academics and **when she's not studying, I'm studying**. Then after that, it's just watch TV and **go to sleep and start all over again**."

"There is a sense of trust, this is her wanting to change how she looks, and I got to be a part of that. Also **watching another client go through their transformation** being trans and seeing... him through his journey and it was very heartwarming."


"I took a **major pay cut** because they were only hiring entry level... I decided it was worth it because I had **no other option besides leaving** here. So, I took a \$20,000 pay cut."

"I was continuing with the [creative] business and also teaching, and teaching, I would say, ultimately did fund my [creative] business for quite a while."

I live remote, and need support to work remote?

"I live really rural, so **it would require a lot of drive time to be in person** [for training]. And so... you're investing in the gas, you're investing your time in that total drive time. I think that can **really pose a challenge** for some of our rural entrepreneurs."

"You can **Google 'remote jobs'** and a dozen boards will pop up. Half of them **feel like scams.**"



"When the pandemic started offering online classes, I saw that as an advantage for me."

No broadband connection

9.4%
California

11.4%
Del Norte

12.0%
Humboldt



15.9%
Mendocino

16.6%
Lake

No computer

4.8%
California



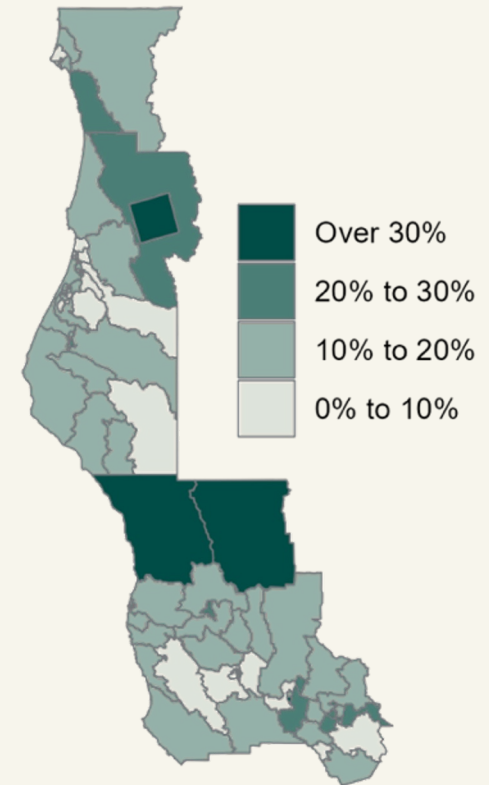
6.5%
Del Norte

6.6%
Humboldt

9.1%
Lake

10.7%
Mendocino

Percentage of households lacking any form of internet subscription



MENTIMETER:

**What is one change you
would make to improve
pathways to *good and
sustainable jobs?***



Our collective
opportunity for good
sustainable job creation



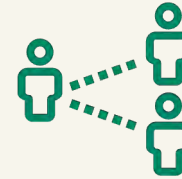
How might WE...



Create good sustainable jobs that solve other problems in the region, like housing or transportation?



Design jobs for people with the least access to the workforce?



Work across the region to tackle our challenges together?

MENTIMETER:

What are you inspired to work towards?



MENTIMETER:

What do you feel urgency to share with others?



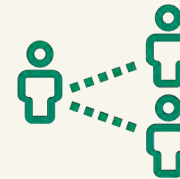
An open invitation to...



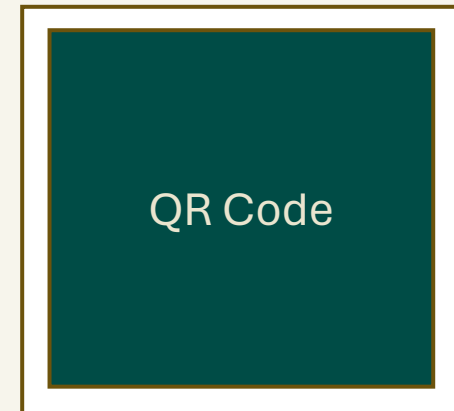
Get involved...



Learn more...



**Share this with a
friend or colleague...**





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