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1. Economic Development Terminology

Acronym/ Term	In Full	Explanation
ARPA	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.
CALED	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.
CAMEO	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.
CBOs	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).
CDBG	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.

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CDFI	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.
CEDS	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).
CFC	California Finance Consortium Funding	This is a source created by a group of EDCs who serve 22 northern California counties.
Community Development		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.
CRM	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 CERF, we use Salesforce.
CSE	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.
Disinvested Communities		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. Read RRRISE's Memo here
Economic Activity		The production, distribution, and consumption of goods and services within a particular region.
Economic Development		The process of improving the economic well-being of a community by creating jobs, increasing incomes, and promoting sustainable, resilient, and equitable growth.
Economic Growth		An increase in the overall production of goods and services in an economy over time.
EDA	Economic Development Agency	An organization that helps develop and support economic growth by providing resources and assistance to businesses.
EDO's	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.

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EDD	Employment Development Department	Agency in the State government of California, responsible for CERF (now “California Jobs First” / “Regional Investment Initiative”) administration.
EDD	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.
EDFC	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.
EIFD	Enhanced Infrastructure Financing District	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 finance public infrastructure and economic development projects of community-wide significance.
Entrepreneurship		The act of starting and running a business, taking on the associated risks, and pursuing potential for profit.
Environmental Justice		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.
Equity		The fair and just distribution of benefits and resources within a community, including economic, social, and environmental equity, among others.
ESG	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.
Gini Index		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).
GO-Biz	Governor’s Office of Business and Economic Development	Agency in the State government of California, responsible for providing tech assistance to CERF regions.
HCAOG	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).
HPSA	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.

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IRR	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.
Just Transition		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).
Labor Force		The sum of people 16 years or older who are either employed or looking for work.
Labor Force Participation Rate		The percentage of people 16 years or older who are either employed or looking for work.
LQ	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.
MUA	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.
NOFA	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.
Participatory Governance		A system of governance that promotes the active participation of citizens in decision making processes.
Poverty Rate		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.
Premature Death		Death occurring before the age of 75.
Prime-Age Working Population		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.
Proximate Risk Factors		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.
Real GDP	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.
Regional Planning		The integrated management of the economic, social, and physical resources of a spatially bounded area.
Resilience		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.

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Rural Out-migration		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.
Triple Bottom Line		Business strategies that deliver environmental and social benefits, in addition to profit.
Unemployment Rate		The percentage of the labor force that is looking for work.
Wage Disparities		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.
Wage Premium (or Discount)		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.
WIOA	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.
Workforce		The people who are employed or actively seeking employment in a particular region.

2. California Jobs First Terminology

Acronym/ Term	In Full	Explanation
AEDC	Arcata Economic Development Corporation	AEDC is the Fiscal Agent and is responsible for project coordination, fiscal oversight, and reporting.
CCRP	California Center for Rural Policy	CCRP is the Regional Convener and is responsible for project leadership; Collaborative (formerly "HRTC") facilitation; research, analysis, technical assistance with plan preparation; and communication.
CERF	Community Economic Resilience Fund	The CERF (now California Jobs First/ Regional Investment Initiative) 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

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(now referred to as California Jobs First)		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.
Formation Task Force		Redwood Region RISE's volunteer-based committee to create and seat our HRTC.
HRTC	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".
NCO	North Coast Opportunities	NCO is the Outreach & Community Engagement partner and is 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.
OPR	Office of Planning and Research	Agency in the State government of California, responsible for CERF programming
RCR	Redwood Coast Region	Our CERF region comprises Del Norte, Humboldt, Mendocino, Lake counties and Tribal Lands.
RII	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.
R		R is the statistical programming language used to perform most of the data analysis and visualizations in the Regional Plan.
RRRISE	Redwood Region RISE (Resilient Inclusive Sustainable Economy)	Our Region's CERF initiative is called Redwood Region RISE (Resilient Inclusive Sustainable Economy), and includes Del Norte, Humboldt, Lake, Mendocino Counties and Tribal Lands.

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SWOT Analysis	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.
TNON	True North Organizing Network	True North Organizing Network is one of our Outreach and Engagement partners and helped coordinate our Convening team. They support and facilitate community organizing efforts in our Region.

3. Equity, Diversity, and Inclusion Terminology

Acronym/ Term	In Full	Explanation
ACEs	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.
AIAN	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.
JEDI	Justice, Equity, Diversity, and Inclusion	
HoH	Hard of Hearing	
TEK	Traditional Ecological Knowledge	The knowledge, practices, and beliefs developed by Indigenous communities over generations regarding their relationship with the environment.