



**CALIFORNIA  
JOBS FIRST**



**Redwood Region  
RISE**

**Onboarding Session, November 5th, 2025  
Redwood Region RISE**

Learn More: [bit.ly/Redwood-RISE](https://bit.ly/Redwood-RISE)



Cal Poly  
Humboldt.

# Agenda

- Go around the room
- Describe California Jobs First/RISE basics
- Provide resources & links to important information
- Questions



# Introductions



## 3 sentences / 30 seconds:

- Name & affiliation
- One good thing about being in our region
- What do you want to see come of your involvement in RISE over the next year or two?





# California Jobs First's Regional Investment Initiative

- **WHAT?**

Regional economic development program funded through SB-162 (2021) to establish **13 regional economic development Collaboratives** to develop and implement data and community-driven strategies.

- **GOALS**

New approach to economic development  
→ **Seed regional economies that are equitable, climate-forward, and provide high quality jobs that are desirable to communities.**





# California Jobs First's Regional Investment Initiative

- **REDWOOD REGION RISE**  
**(Resilient Inclusive Sustainable Economy\*)**

**Del Norte, Humboldt, Lake, Mendocino and  
33 Federally and non-Federally recognized Tribes**

*\*They really mean it!*



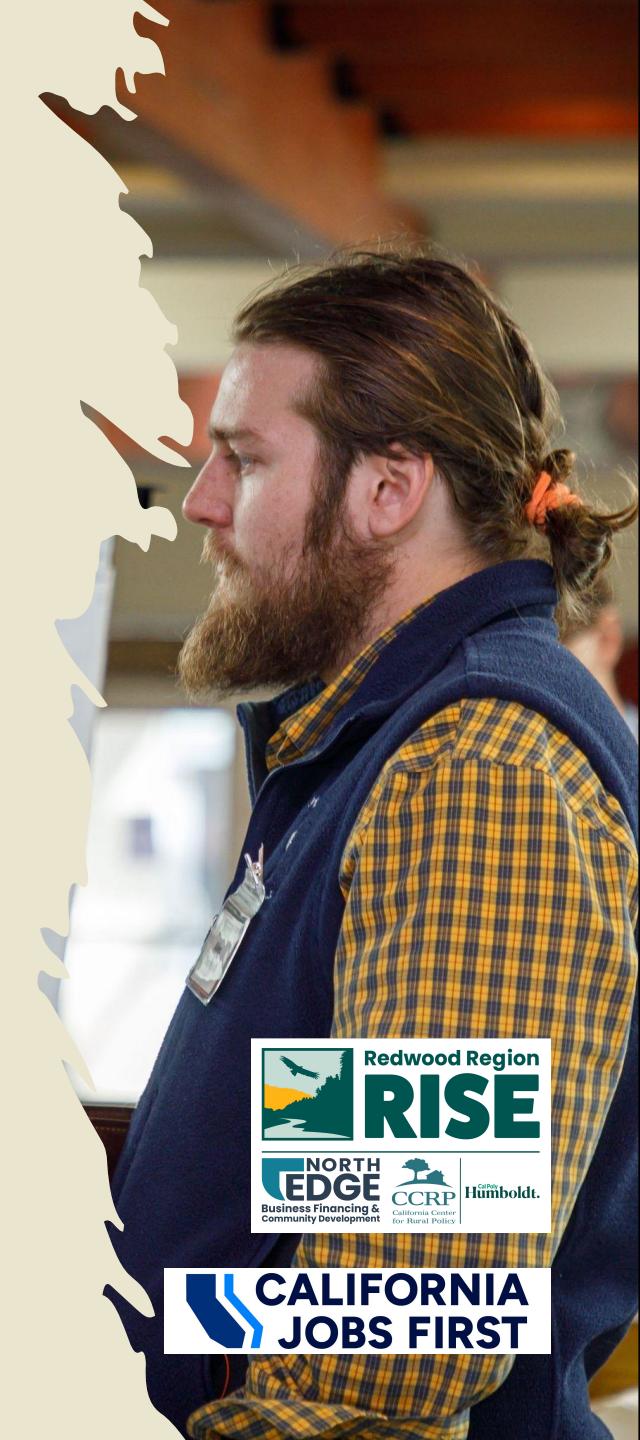
# What We Do: Implementation Approach

## Our Collective Impact Model:

- Transform siloed efforts into powerful regional collaboration
- Build strategic partnerships between diverse interest holders
- Align organizations toward tangible results
- Empower priority communities and enhance leadership opportunities

## Core Goals:

1. Economic Development: Build critical mass for increased, strategic investment in key sectors
2. Inclusivity: Support empowered community leaders in their efforts
3. Climate: Prepare for climate risks and incorporate Traditional Ecological Knowledge



# What We Do: Our Regional Roadmap



Cal Poly Humboldt

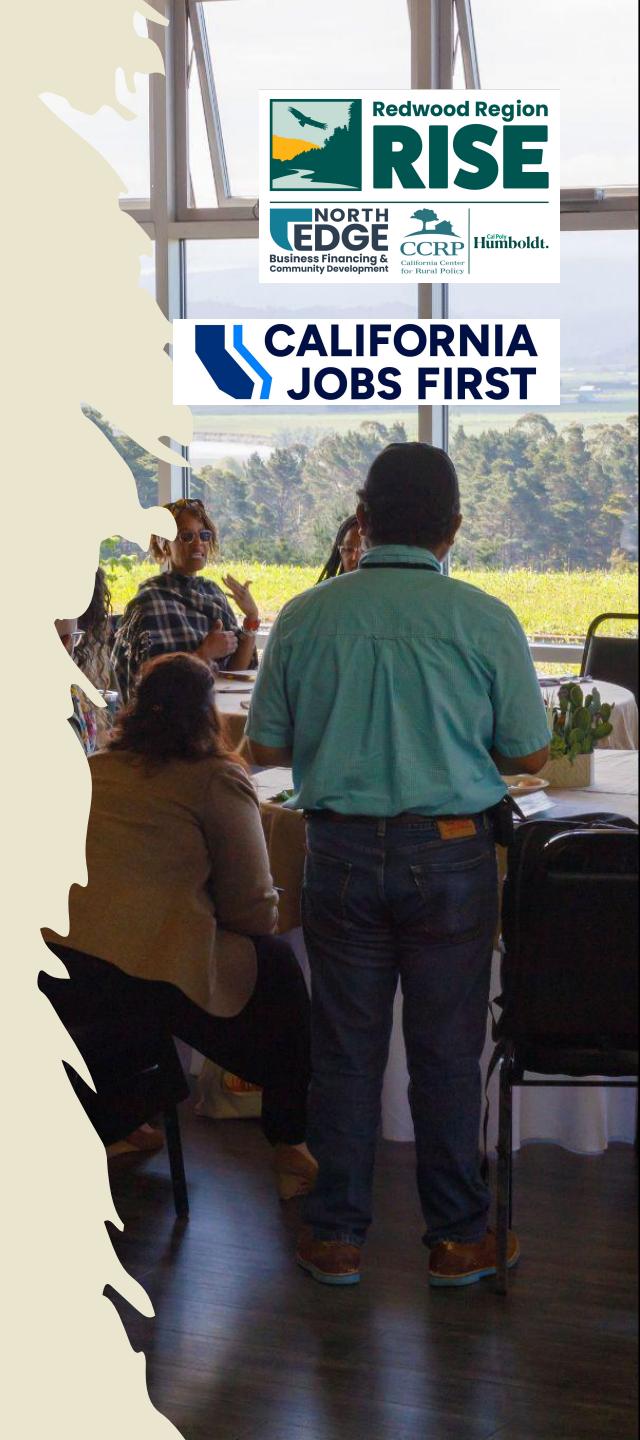
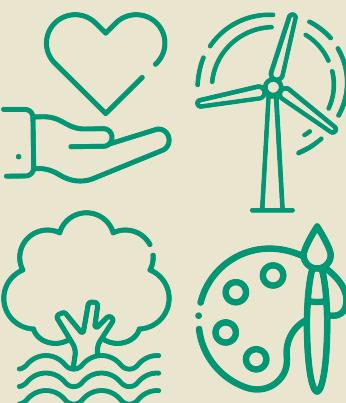


## Four Key Sectors:

1. Arts, Culture, and Tourism (Calder Johnson and team)
2. Health and Caregiving (North Coast Health Improvement and Information Network (NCHIIN))
3. Renewable and Resilient Energy (Blue Lake Rancheria)
4. Working Lands and Blue Economy (West Business Development Center)

**More info, including Sector Activation Plans, available here:**

<https://ccrp.humboldt.edu/sector-tables>



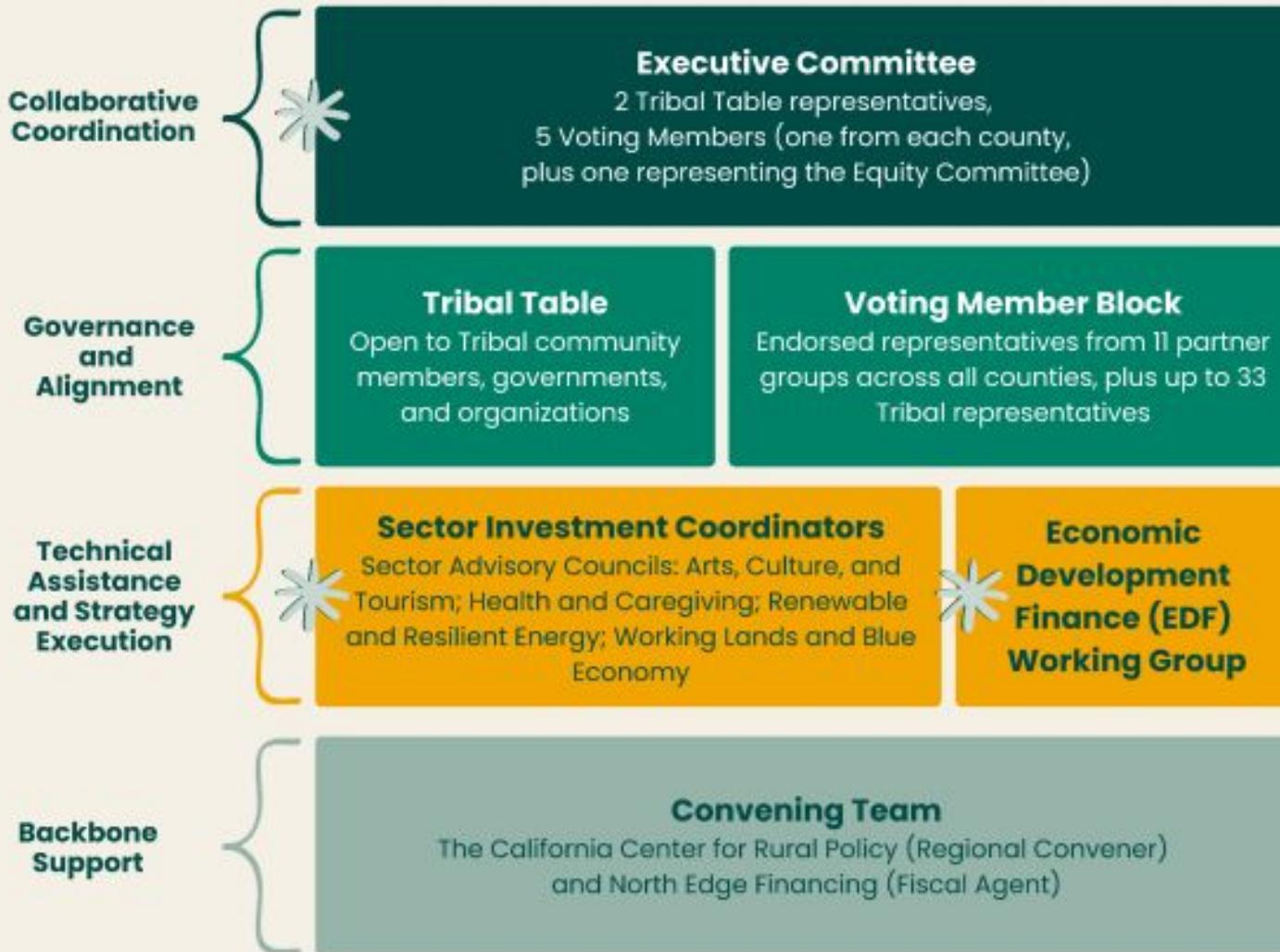
# Redwood Region RISE

## Theory of Change

Current State	RRRISE's Role	Desired State
<p>Few organizations with capacity Limited regional cooperation Lack of traded sectors Marginalization in workplace</p>	<p>Shared agenda setting Networking &amp; relationship building Unlocking new partnership Investing in key sectors &amp; initiatives</p>	 <p>Critical mass for securing funds Community orgs as valued partners Community-desired projects executed at an accelerated pace</p>
		<b>EQUITY</b>
<p>Few well-funded advocacy orgs Lack of diverse leadership Generational trauma Extractive relationships</p>	<p>Invest in leadership development Dismantle partnership barriers Create conditions for dignity Build allyship &amp; support</p>	<p>Priority communities empowered as advocates and leaders Organizations culturally literate and prepared for partnerships</p>
		<b>CLIMATE</b>
<p>Region unprepared for risks Priority communities impacted most Indigenous and Traditional Ecological Knowledge (TEK) inadequately resourced</p>	<p>Direct investment in low-carbon and resilience initiatives</p>	<p>Region prepared for climate risks Traditional Ecological Knowledge recognized and supported Region as sustainability leader</p>
		<b>OVERALL IMPACT</b>
<p>Benefits restricted to few Disparities across communities Youth leaving the region</p>	<p>Data-driven accountability Organizational development</p>	 <p>More capacity &amp; integration Reduced disparities Effective collaborative structures Increased awareness &amp; trust</p>



# Redwood Region RISE Collaborative Implementation Phase



# Redwood Region RISE Timeline

**2021** CALIFORNIA JOBS FIRST  
SIGNED INTO LAW

**2023**

**2024**

**2025**

**2026**

**2027 - ON**

## Planning Phase

**\$65 million** (~\$5 million for RRRISE to steward inclusive planning)

## Implementation Phase

**\$65 million** (~\$5 million for RRRISE to implement our Regional Roadmap)

### Catalyst Funding Program

**\$117 million** (\$9 million for RRRISE Catalyst Projects)

### State Tribal Funding

**\$15 million** (State Grants with a 24-month performance period)

### State Implementation Funding

**\$125 million** (State Grants with a 24-month performance period)

Form initial Collaborative

Develop Regional Roadmap

Implement Regional Roadmap

RRRISE RFP Launched

RRRISE Catalyst Projects Period of Performance

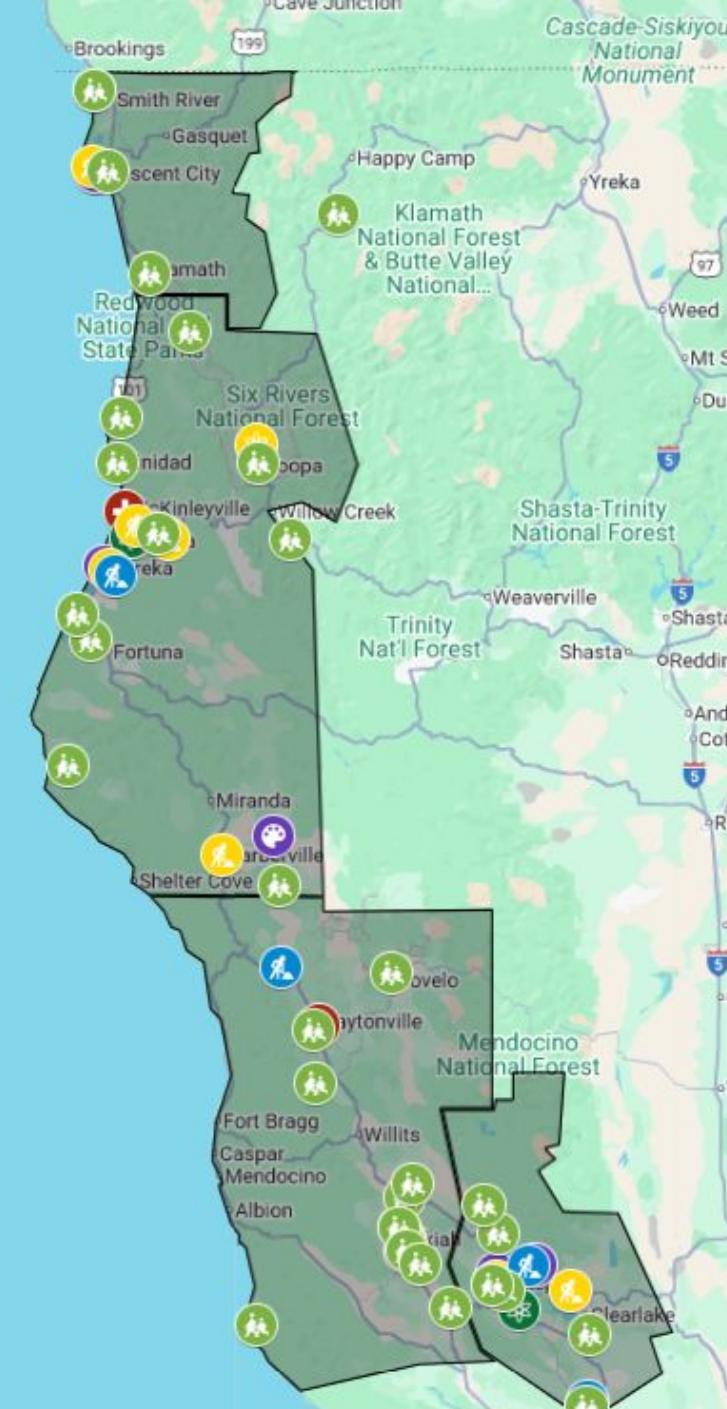
State RFP Launched

Period of Performance (through the State)

State RFP Launched

Period of Performance (through the State)

# Projects in the Redwood Region



## Arts, Culture, and Tourism

- A Framework for Sustainable Economic Gro...
- Carving a Legacy: Tribal Traditions, Woodwo...
- Del Norte Performing Arts and Civic Center
- Lake Mendocino Destination Park
- Lucerne Hotel Community Resilience and Ed...
- Protect the Sacred- Alderpoint Great Redwo...
- Redwood Coast Sound Stage
- Sacred Life Recovery Services
- The Sustainable Resource Center
- Waves & Wonders: A Children's Museum by t...
- We Are You

## Health and Caregiving

- Cal Poly Humboldt/College of the Redwood...
- Healthcare Education and Regional Training ...
- Life Plan Humboldt
- Mendo LEAP Project
- North County Opportunity Center
- Redwood Region Health Hub: Connecting Ca...

## Renewable and Resilient Energy

- BLBS GRID Workforce Training Tiny Home C...
- Kelseyville Presbyterian Church Resilience a...
- Middletown Rancheria Community RISE Proj...
- Pinoleville Solar Port & Renewable Energy W...
- Red Hills Bioenergy Facility & Central Wood ...
- Reusable Program and Waste Reduction Ma...

## Working Lands and Blue Economy

- Career Pathways: Fire, Forest, Fish, and Facil...
- Climate Housing and Workforce Development
- Connecting Local Mass Timber Production t...
- Developing a Climate Forward Workforce & I...
- Fire Lines & Fiber Bioregions: A Regional Wo...
- Hmong Meat Processing Facility
- Lake County Resilience Center (Location TBD)
- North Coast Food System Network
- Redwood Corridor SEEDS Network
- Re-Open Historical Redwood Meat CO.
- Tan Oak Park Training Center



## Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development

**Project Lead:** Blue Lake Rancheria

Carving a Legacy, led by Blue Lake Rancheria, integrates Traditional Ecological Knowledge with sustainable woodworking practices to create economic opportunities, preserve cultural heritage, and improve forest health.



## Del Norte Performing Arts and Civic Center

**Project Lead:** Partnership for Performing Arts



# Health and Caregiving



## Healthcare Education and Regional Training Hub (HEART Hub)

**Project Lead:** Lake County Economic Development Corporation

Enhancing healthcare education and workforce development in Lake County through advanced simulation facilities, work-based learning, and community health programs targeting students, healthcare professionals, and the broader community.



# Renewable and Resilient Energy



## BLBS GRID Workforce Training Tiny Home Construction

**Project Lead:** Building Lives By Building Structure Hoopa 501(c)(3) (BLBS)

Combining affordable housing construction with renewable energy integration to train Native American youth while addressing critical housing and employment needs in the Klamath-Trinity region.



## Middletown Rancheria Community RISE Project

**Project Lead:** Middletown Rancheria of Pomo Indians of California

Addressing systemic challenges in housing, climate resilience, youth programs, entrepreneurship, and cultural preservation for the Middletown Rancheria Tribal community and broader Lake County region.



## Pinoleville Solar Port & Renewable Energy Workforce Development

**Project Lead:** Pinoleville Pomo Nation

Installing solar infrastructure to reduce utility costs while providing specialized renewable energy internships and workforce training for Tribal members across multiple sectors.



## Red Hills Bioenergy Facility and Central Wood Processing Plant

**Project Lead:** Scotts Valley Energy Corporation

Converting forest waste into clean energy and biochar through innovative waste-to-energy technology, reducing wildfire risk while generating sustainable revenue streams.





## North Coast Food System Network

**Project Lead:** North Coast Growers' Association

Connecting regional organizations to support community-driven food sovereignty and resilience projects, from Tribal initiatives to emergency infrastructure and farmer marketing opportunities.



## Timber & Workforce Development Initiative

**Project Leads:** Trees Foundation, Mad River Mass Timber, and Forest WRX Alliance

Addressing regional housing needs and climate resilience through workforce development, locally sourced mass timber solutions, and forest restoration training programs.



## Fire Lines & Fiber Bioregions: A Regional Wool Industry Cluster

**Project Lead:** Kaos Sheep Outfit

Transforming California's North Coast into a regional wool industry hub, keeping 57,000+ pounds of local wool from going to waste while creating sustainable jobs.



## Redwood Corridor SEEDS Network

**Project Lead:** North Coast Opportunities

The Redwood Corridor SEEDS Network establishes community-tailored food hubs along Highway 101, integrating Tribal food sovereignty with infrastructure development to address food inequities and support small-scale producers.



## Hmong Meat Processing Facility

**Project Lead:** Hmong Association of Crescent City

# Working Lands and Blue Economy

**CALIFORNIA JOBS FIRST**

**Redwood Region RISE**  
NORTH EDGE  
CCRP  
California Center for Rural Policy  
Humboldt



# Lessons from the Field

- **Transparency builds trust** – frequent, open updates on a reliable cadence, even when there are bumps
- **Relationships are results** – community partners aren't a means to an end; they ARE the end.
- **Meeting in-person is a must** – Zoom only gets you so far, physically gathering is essential for partnerships
- **Community voice is an asset** – embedding lived experience in all strategies and decisions
- **Setting clear expectations** – building clear structures & guidelines on how each governing group supports the broader goals
- **Scoring / Voting** – when awarding funds, balancing regions, sectors, etc., is critical and sometimes uncomfortable work

# Key Resources

- Convener (CCRP) email address: [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)
- One-minute refresher video on RRRISE: [bit.ly/RISE-what](https://bit.ly/RISE-what)
- Framework & Strategies Overview: <https://drive.google.com/file/d/1aOzB2lWzle2iToyx5QcrjArkbI7df3BC/view>
- Catalyst Project Info: <https://ccrp.humboldt.edu/catalyst-projects>
- Activation Plans & Sector Tables Info: <https://ccrp.humboldt.edu/sector-tables>
- Projects Map: [https://www.google.com/maps/d/viewer?mid=1QTF3S4LGHudJIG3P6qT6RUdgz8M\\_6NI&ll=40.32256927690544%2C-120.44270673154281&z=8](https://www.google.com/maps/d/viewer?mid=1QTF3S4LGHudJIG3P6qT6RUdgz8M_6NI&ll=40.32256927690544%2C-120.44270673154281&z=8)
- Bylaws: <https://docs.google.com/document/d/1gW73TeBlrgpGLNUGYcdVQPU5X5cXQGDS/edit>
- Conflict of Interest Policy\* (for voting members):  
[https://docs.google.com/document/d/12qZw1J7uJKLQdg9AFyjei\\_l6ofyGu22rHQf3j2SjGz0/edit?tab=t.0](https://docs.google.com/document/d/12qZw1J7uJKLQdg9AFyjei_l6ofyGu22rHQf3j2SjGz0/edit?tab=t.0)

*\*Some practical notes on conflict of interest*



# California Jobs First

## WHAT'S THE FUTURE OF THE STATEWIDE INITIATIVE?

**Short answer: There's a lot we don't really know:**

- State budget
- Change of administration
- but...



# ...Despite What We Don't Know, Looking Ahead, RRRISE Seeks To...

## **Strengthen Collaboration & Strategic Focus on Tangible Result:**

- Deepen regional collaboration and implement actionable plans to grow key sectors

## **Financial Sustainability Beyond California Jobs First:**

- Explore models for a permanent, community-led economic development coalition.
- Private philanthropy

## **Strengthen Policy Voice:**

- Quarterly briefings, one-pagers for policymakers to share updates, legislative agenda for our region

## **Keep It Community-Driven / Collaboration\*:**

- Continue building pathways for grassroots leadership and flexible, evolving strategies.

***\*They really mean it!***



# Questions?

Always feel free to reach out to the  
California Center for Rural Policy (CCRP)  
at Cal Poly Humboldt

[ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)



*Visit our RRISE website:*  
[bit.ly/Redwood-RISE](https://bit.ly/Redwood-RISE)



