Conclusion

This Regional Plan Part 1 represents the culmination of extensive data analysis, community engagement, and partnership-building efforts. The report has surfaced key insights into the region's economic wellbeing, industry composition, workforce dynamics, public health, and environmental risks, with a particular focus on the experiences of priority communities, including those facing workforce barriers, rural and remote areas with limited access to services, and low-income communities in disinvested areas.

Through this process, the collaborative has identified four priority sector nodes - Arts, Culture, and Tourism; Health and Caregiving; Renewable and Resilient Energy; and Working Lands and Blue Economy - that reflect the region's shared economic development priorities and hold the potential or sustainable, inclusive growth. These sector nodes are supported by key underlying infrastructure nodes - housing, broadband, and transportation - that are critical to the region's economic competitiveness and quality of life.

The Redwood Region RISE collaborative is now poised to develop targeted strategies and investments that build on the region's strengths, address its challenges, and create a more equitable, resilient future for all its communities. In Regional Plan Part 2, the Collaborative draws on the data and insights surfaced in this report to craft a roadmap for inclusive and sustainable economic development. This involves working closely with industry leaders and community partners to identify high-impact projects, prioritize investments, and foster ongoing collaboration and capacity-building.

Central to this effort in Part 2 is the work of the RRRISE Sector Tables, which bring together industry leaders and community representatives to drive the development and implementation of regional strategies and projects. The Sector Tables play a critical role in identifying missing partners for outreach, reviewing data, shortlisting high-alignment projects, assisting with participatory decision-making, and identifying priorities for ongoing sector development. Through the development of sector-based and community development strategies, the Collaborative is working to identify and strengthen/grow:

- Key investment areas and workforce development needs to prepare for future disruptions and post-disruption transitions and the emergence of resilient industries, which is one goal of this Regional Roadmap,
- Underutilized synergies within the Redwood Region and with outside markets, with identification of opportunities for intra- and inter-sectoral and public-private cooperation to maximize benefits,
- Ways to effectively utilize and implement the Collaborative's Regional Roadmap, including high-quality job creation targets (pre- and post-disruption) in resilient industries, informed by the needs of disinvested, priority communities in the Redwood Region, and
- Investments that have multipliers and benefits across the Redwood Region, including investments that leverage local, regional, state, federal, and philanthropic dollars to maximize economic benefits, and which reflect the inclusive vision and plan for Redwood Region economic vitality established in the Collaborative's Regional Roadmap.

These strategies were released September 2024, and comprise the second part of the Roadmap-Regional Plan Part 2 (revised May 2025).

The Redwood Region has a rich history marked by the resilience and innovation of its diverse communities. From the original stewardship of the land by Indigenous peoples to the boom-andbust cycles of resource extraction industries, the region has experienced both prosperity and challenges. Today, the Redwood Region faces a critical juncture, with threats such as climate change, worsening economic disparities and disruptions, and workforce barriers. However, the region also possesses unique strengths and opportunities for sustainable, inclusive growth.

As the Redwood Region RISE collaborative moves forward with this work, it will continue to center the voices and needs of priority communities. By leveraging the region's unique assets, fostering crosssector collaboration, and investing in the infrastructure and workforce of the future, the Redwood Region can emerge as a model for sustainable, inclusive economic development, realizing its vision statement: "The Redwood Region is a healing place where everyone belongs, with stable jobs, accessible healthcare, and a thriving natural environment. Together, we work towards a future where anyone can thrive."



Appendices

A. Glossary of Terms

Arcata Economic Development Corporation (AEDC)	AEDC is the former name of Redwood Region RISE's Fiscal Agent (now called North Edge Financing) responsible for project coordination, fiscal oversight, and reporting.
California Center for Rural Policy (CCRP)	CCRP is the Regional Convener and is responsible for project leadership; Collaborative facilitation; research, analysis, technical assistance with plan preparation; and communication.
California Governor's Office of Business and Economic Development (GO-Biz):	A government agency in the State of California, responsible for providing technical assistance to California Jobs First/Regional Investment Initiative regions.
California Jobs First	California Jobs First, the rebrand of CERF, 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 create high-quality, broadly accessible jobs for all Californians. This initiative is a partnership between OPR, GO-Biz, and LWDA to support resilient, equitable, and sustainable regional economies.
California Labor & Workforce Development Agency (LWDA)	A government agency in the State of California, responsible for California Jobs First/Regional Investment Initiative to promote safe and fair workplaces, deliver critical worker benefits, and promote good jobs.
Cluster	A group of industries that through our analysis was defined as related and interconnected.
Collaborative	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. When referencing "Our Collaborative", it is members in the Redwood Region.
Community-based Organization (CBO)	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).

Community Economic Resilience Fund (CERF)	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 create high-quality, broadly accessible jobs for all Californians. The initiative is being developed by OPR, GO-Biz, and LWDA to support resilient, equitable, and sustainable regional economies.			
Comprehensive Economic Development Strategies (CEDS)	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).			
Disinvested Communities	 The California Jobs First grant program defines 'disinvested communities' as any of the following: Census tracts identified as 'disadvantaged' by the California Environmental Protection Agency. Census tracts with median household incomes at or below 80 percent 			
	of the statewide median income or with the median household incomes at or below the threshold designated as low income by the Department of Housing and Community Development's list of state income limits adopted pursuant to Section 50093 of the California Health and Safety Code.			
	 'High poverty area' and 'High unemployment area' as designated by the California Governor's Office of Business and Economic Development California Competes Tax Credit Program California Native American Tribes as defined by the Native American 			
	Heritage Commission (NAHC) Tribal Consultation Policy.			
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.			
Employment Development Department	A government agency in the State of California, responsible for California Jobs First/Regional Investment Initiative administration.			
Gini Index	A measure of distribution of income across a population ranging from 0 (perfect equality - everyone has the same income) to 1 (perfect inequality - one person has all the income).			
Industry	For this report, this refers to a single 3 digit NAICS code industry (e.g., Hospitals, NAICS: 622). Technically, these are "subsectors".			
Industry Cluster	A geographic concentration of related companies, organizations, and institutions that share markets, workers, supply chain components, and accrue other productive benefits from co-locating.			
North American Industry Classification System (NAICS)	A system used to help compare statistical data for similar businesses when analyzing products and services.			

North Coast Opportunities (NCO)	NCO is one of the Outreach & Community Engagement partners and is responsible for developing regional outreach and engagement strategies; coordinating with regional Community-based Organizations; ensuring that the voices of disinvested communities are represented; and reporting.		
Office of Planning and Research (OPR)	A government agency in the State of California, responsible for California Jobs First/Regional Investment Initiative planning.		
Priority Populations	The term used to describe the Redwood Region's "disinvested communities".		
Public Use Microdata Areas (PUMA)	Geographic areas within a state that contain no fewer than 100,000 people and no more than 200,000 people each.		
Public Use Microdata Sample (PUMS)	Data files containing records about the characteristics of housing units and the people residing in them.		
Redwood Region RISE (RRRISE)	Our Region's California Jobs First initiative is called Redwood Region RISE (Resilient Inclusive Sustainable Economy), and includes Tribal Lands, and the counties of Del Norte, Humboldt, Lake, and Mendocino.		
Regional Investment Initiative (RRI)	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.		
Required Partner Groups	The different groups the State has deemed as necessary to have balanced representation within the Governance Structure of the Collaborative: Labor organizations, Employers, businesses, and business associations, Grassroots and community-based organizations, community organizers, and community members, Government agencies, Economic development agencies, Philanthropic organizations, Education and training providers, Workforce development entities, Environmental justice organizations, Worker centers, Disinvested communities, California Native American Tribes, and Other regional interest holders capable of contributing to the success of the project.		

Senate Bill 162	Governor Newsom signed this bill to establish a \$600 million initiative to create high-quality, accessible jobs, and help build resilience to the effects of climate change and other global disruptions impacting the state's diverse regional economies.
True North Organizing Network	This organization is one of the Outreach and Engagement partners, primarily responsible for convening work in Del Norte County. They support community organizing and power building efforts in our Region.
Traditional Ecological Knowledge (TEK)	The knowledge, practices, and beliefs developed by Indigenous communities over generations regarding their relationship with each other and the environment.
Sector	A highly aggregated group of related industries defined by NAICS. These include "2 digit NAICS codes: "(e.g., Healthcare and Social Assistance, NAICS: 62).
Sectoral Strategy	A sectoral strategy is an employer-driven workforce development approach that directly aligns occupational skills training and other workforce development services with the needs of businesses.

B. Partnership Survey

Redwood Region RISE Survey

Welcome to the Redwood Region RISE Survey!

Your survey responses will help us learn about community members and organizations interested and/or available to participate in economic development planning and decision-making in Redwood Region RISE (Resilient Inclusive Sustainable Economy):

Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties. This information is a required part of our region's plan, and your responses are very important!

If you're not representing an organization/affiliation, this survey will take about five minutes to complete. For those representing an organization/affiliation it will take about twelve minutes to complete this survey.

We will use the survey results to prepare these parts of our regional plan:

- A searchable directory of people and organizations interested and available to participate in the Redwood Region RISE planning process.
- Graphics and charts that illustrate all combined survey responses.
- ♦ A written analysis of the take-aways.

You can choose not to include your name in the directory and still participate in this survey. Even if you choose to be listed in the directory, all responses in Sections 2 and 3 will be kept confidential.

If you have any questions about this survey, please contact: ccrp@humboldt.edu

Thank you for your time!

SECTION 1: Your Information

- **Email**
- What is your name? (Required Question)
- Which county or area do you live in? Check all that apply.
 - Del Norte

Mendocino

Humboldt

Tribal Lands

- Lake
- If desired, please provide additional information about the area or Tribal Land that you live in. (For example, the name of the city, town or neighborhood in which you live.)
- If applicable, what is your occupation or title?
- Would you like to participate in economic development meetings and discussions in your community? Check all that apply.
 - Yes

- ♦ No
- How would you like to contribute to the Redwood Region RISE planning process? Select all that apply:
 - Attend Zoom meetings of the High Road Transition Collaborative (HRTC) on every last Thursday of the month
 - Participate on a Tribal Planning Table (Tribal members only)
 - Participate on a Local Planning Table
 - Receive the newsletter
 - Receive a mini grant to help Redwood Region RISE recruit community feedback from priority populations/members for

- Local Planning Tables (more information on this opportunity will be provided upon request)
- Help us spread the word to encourage people to join the Local Table Meetings
- Flyering/Promoting/social media/Giving out surveys for community feedback
- Receive/attend update meetings a few times a year (in addition to or instead of HRTC meetings)

Do you represent an organization?

Examples may include educational institutions, business associations, economic development, community organizations, and others.

Please note: If you select NO you will skip directly to Section 4, as Sections 2 and 3 pertain only to organizations.

Select one.

- Yes (Skip to question 9)
- No (Skip to question 22)

SECTION 2: Organizations

You are answering these questions because in a previous question you indicated that you represent an organization.

- What is the name of the organization that you represent?
- Which areas does your organization serve? Select all that apply:
 - Del Norte
 - Humboldt
 - Lake

- Mendocino
- Tribal Lands
- If desired, please provide additional information about the areas or Tribal Lands your organization serves.
- What is your organization's primary physical address?
- At what geographic scale does your organization operate? Select all that apply:
 - National
 - State
 - Regional (Del Norte, Humboldt, Lake, and Mendocino Counties)
- County
- City
- Neighborhood/Census Designated Place
- Please choose one response that best describes your organization:
 - Business/Business Association
 - Economic Development Agency
 - Education or Training Center
 - Environmental Justice Organization
 - Federally/non-federally Recognized Tribe
 - Government Agency

- Grassroots/Community-based Organization
- Labor
- Philanthropy
- Workforce Development
- Which of these priority communities does your organization primarily serve (if any)? Select all that apply:
 - Advocates for People of Color (e.g., Black) Lives Matter, Asian Americans Advancing Justice, New Hmong Rising Association, etc.)
 - Communities of Color
 - Immigrants with Documentation (e.g., work)
- visas)
- Individuals that live in extremely remote/ rural areas of the Redwood Coast Region
- Individuals who were Formerly Incarcerated

- Individuals with Hearing Impairment
- Individuals with Intellectual Developmental Disabilities
- Individuals with Learning Disabilities
- Individuals with Physical Disabilities
- Individuals with Vision Impairment
- Individuals without Broadband Access
- Individuals without Documentation
- Lesbian, Gay, Bisexual, Transgender, Queer, Asexual, Intersex + (LGBTQAI+)
- Member of ethnic minority communities
- Members of religions

- Monolingual Hmong-Speakers
- Monolingual Spanish Speakers
- **New Citizens**
- Non-federally recognized Tribal Nations
- Seniors
- **Tribal Citizens**
- **Tribal Governments**
- Unions
- Workers
- Youth
- 16 If not listed above, please describe the community your organization serves.
- What is your organization's annual operating budget?
 - \$0 to \$100,000
 - \$100,000 to \$500,000
 - \$500,000 to \$2 million
 - \$2 million to \$5 million

- \$5 million to \$10 million
- Over \$10 million
- ♦ I'm not sure.
- How many full-time staff does your organization employ? Please provide approximate full-time equivalencies (FTEs).
 - 0 to 5
 - 6 to 10
 - 11 to 25

- 26 to 100
- More than 100
- I would like to be included in a directory of organizations available to partner on economic, 19 community and environmental planning initiatives.

SECTION 3: Partnerships

This section of the survey asks about your partnerships with other organizations in our region.

Important Instructions

As you answer the survey questions, please keep these instructions in mind:

- Please answer from the perspective of the type of partner that best describes your organization.
- Answer from the perspective of the primary address you use when doing economic development work within our region. If your organization has more than one office in our region, please use the main office address.
- Answer from the perspective that best describes the usual type and quality of relationship you have with other partners in one category.



The following questions are meant to gauge your or your organization's level of connection with the following organization types. Please evaluate your/your organization's level of involvement with the following organizations.

I/my organization interacts with partners on economic development issues as follows:

	I don't know anyone at this type of organization.	I know someone at this type of organization but don't regularly exchange information with them and have never worked with them.	I regularly exchange useful information with a person in this type of organization but have not/do not work with them on a project.	I regularly exchange useful information with a person in this type of organization and have worked with them on one or more projects.	I'm in regular contact with people in this type of organization, have participated in a planning process with them before, and have worked with them on projects.	I depend on a person in this type of organization for important information and we collaborate closely on plans and/ or on one or more projects.
Economic Development Organizations						
Community Development Organizations						
Business/ Business Associations						
Education or Training Centers						
Environmental Justice Organizations						
Federally or non-federally Recognized Tribes						

Government Agencies			
Grassroots or Community- based Organization			
Labor Organizations			
Philanthropic Organizations			
Workforce Development Organizations			



If desired, please provide further comment on the types of projects and plans that you have worked on with these partners (Optional).

SECTION 4: Capacity and Support

These questions ask you to describe your or your organization's capacity to participate in economic development planning and implementation processes and support that could help encourage broader community participation.



Please evaluate your/your organization's capacities to participate in economic development planning and implementation processes:

	No/Limited Capacity	Some Capacity	Adequate/High Capacity
Knowledge/awareness of relevant plans or funding opportunities			
Commitment to build on community strengths and opportunities			
Commitment to address community problems			
Staff			
Partners/relationships			

Skills (in-house)		
Specialized Expertise (in-house or access to consultants)		
Training/professional development		
Funding		
Organizational leadership		
Tools/Infrastructure (broadband, office space, equipment, etc.)		

- If desired, please provide further explanation of your or your organization's capacities.
- This question seeks to help us understand barriers that may prevent you or your organization's ability to achieve broader participation in economic development planning.

Please evaluate the barriers, if any, that you or your organization face in reaching the people you serve/your constituents.

	Not a barrier at all	A challenge, but manageable	A significant and difficult challenge
Community Distrust			
Difficulties increasing awareness/understanding			
Digital inequity (lack of access to broadband or devices)			
General disinterest			
Geographic/ transportation			

Lack of cultural connectivity		
Lack of time to participate		
Language barriers		
Other organizational capacity constraints (staffing, resources)		
None of the above		

- If desired, please describe any other barriers not listed above or specific populations affected.
- I/my organization could benefit from access to the following types of training (choose all that apply)
 - Redwood Region RISE Basics what is required in this planning process and what types of projects can be promoted for funding.
 - Economic Development Basics the who, what, where, why and how economic development can create wealth.
 - Public Funding Basics how governments fund economic development projects
 - Community Investment Models how community members can drive change and attract resources
 - Project Development phases of major projects from conceptualization to implementation and opportunities for community input
 - Apprenticeship and Career Pathways Programs – what they are and what is available in our region

- Cultural History of our Region
- Immigration in our Region
- Working with Tribes
- Building Community Power what does community power look like and what does it mean to shift power to communities.
- Board and Committee Leadership Responsibilities – how to participate on a leadership board
- Equitable, collaborative, participatory decision-making
- Employer-Worker Collaboratives what they are and how they work
- Carbon neutrality what it means, what are CA's goals and how these goals affect our region.
- Climate resilience strategies to achieve this goal.
- If desired, please describe any other training opportunities that you or your organization may benefit from.
- Please provide your best contact email if you would like to receive more information about Redwood Region RISE, and/or want to be included in our directory:

C. Industry Cluster Methodology

Using the NAICS 3-digit classification system, all industries are assessed based on degree of specialization relative to employment levels in California and changes in employment over the past decade as an indicator of employment resilience to secular factors such as automation. A high level of specialization in an industry cluster is a potential indication of export-oriented trade relationships with other regions that bring in wealth into the region. These industries were organized into clusters based on an assessment of supply chain relationships and in consultation with the Redwood Region RISE collaborative expertise.

Figure C.1 below, describes the precise methodology for determining which industries exhibit evidence of specialization and employment resilience. Specialization is evaluated by calculating location quotients (LQ) which calculate the relative level of employment in each industry compared to the same industry statewide.¹⁶⁰ The RRRISE Collaborative thanks Dr. Robert Eyler at Sonoma State University for his feedback on this methodology.

Figure C.1 Criteria for Identification of Specialized and Resilient Industry Clusters

Criterion	Metrics	Rationale
Established foothold and stable data	Employment ≥ 50	Industries with fewer employees have highly unstable estimated labor market statistics leading to spurious calculations. These industries may present opportunities for development, but these data should not be used as evidence to support decision-making.
Positive indication of specialization or increasing specialization	The industry must either be specialized (LQ ≥ 1.25) or approaching specialization (LQ is at least 0.75 and increased by more than 0.1).	An LQ ≥ 1.25 for an industry is an indication of specialization as an exporter and is an indication of potential competitive advantage. An increasing LQ is a sign of increasing specialization which could be an indication of emergent competitive advantage.
Job Stability and Resilience	Non-negative job growth from 2013 to 2019 or non- negative job growth from 2013 to 2022.	The industry must have either had a non-negative job emerging from the Great Recession (2013) to prepandemic (2019). Declines in industry employment during this period cannot be attributed to COVID and are more likely to be due to long-term non-cyclical factors that may persist into the future. To account for the possibility that more recent favorable factors are contributing to employment, an industry can alternatively be included if it experienced non-negative job growth from 2013 to 2022 (the most recent data year available).

¹⁶⁰ A location quotient (LQ) calculates the ratio of the percent of the local workforce employed in an industry divided by the percent of state or national workforce employed in an industry. For example, if 0.91% of the local workforce is employed in Animal Production and Aquaculture while only 0.12% of the statewide workforce is employed in that industry, then the LQ for Animal Production and Aquaculture is 0.91%/0.12% ≈ 7.6. This indicates that a much higher concentration of the local workforce is employed in this industry which suggests a high degree of specialization. A high degree of specialization is an indicator of potential comparative advantage.

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