



Redwood Region  
**RISE**

## Strategy Feedback Sessions

Tribal Lands, Del Norte, Humboldt, Lake,  
and Mendocino Counties

# Redwood Region RISE (Resilient Inclusive Sustainable Economy)

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



Cal Poly  
Humboldt.



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





# Housekeeping

- **Welcome!**
- **Convening team** 🖐️
- **Spanish Interpretations are available**
- **Recording presentations**
- 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** while in the public Zoom room



# What is Redwood Region RISE?

## Redwood Region RISE (Resilient Inclusive Sustainable Economy)

is a regional community coalition of 130 seated members engaging a community of 1000+ residents working together to plan for and develop an equitable **10-year vision** to bring good, sustainable jobs to Tribal Lands, Del Norte, Humboldt, Lake, and Mendocino Counties - through the California Jobs First initiative.

Central is our commitment to creating **inclusive opportunities** that empower communities that don't always participate in or benefit from economic development planning processes. We aim to:

1. Create **thriving-wage opportunities** for workers (quality jobs)
2. Pursue **sustainable economic growth** (diversify our economies)
3. Get us closer to California's goals for a **climate-forward future** (carbon-neutrality and beyond).





# California Jobs First Goals

In short, California Jobs First's "Regional Investment Initiative" aims to...

**Seed regional economies that are equitable, climate-forward, and provide high quality jobs that are desirable to communities**



# RRRISE's Planning Phase Priorities:

1. Establish a sustainable, self-governing, **community-led Collaborative**
2. Create a data-driven, ground-truthed **Regional Roadmap to guide investments**
3. **Prepare** for the California Jobs First **Catalyst (and Implementation) Phase**





# RRRISE's Governance Structure



## Redwood Region RISE California Jobs First Planning Phase Flow Chart



**Collaborative**  
Regional Collaborative made up of Tribal, Local, and Sector Planning Tables; a Voting Member Block, and an Equity Council. The Collaborative holds monthly meetings that are open to the public.

**Tribal Planning Table**  
Surface tribal priorities, proposed projects, initiatives, and strategies to Sector Tables.

**Local Planning Tables**  
Surface local-level priorities, projects, initiatives, and strategies to Sector Tables.

**Sector Planning Tables**

1. Arts, Culture, and Tourism
2. Health & Caregiving
3. Renewable & Resilient Energy
4. Working Lands & Blue Economy

Develop regional projects and strategies for the Voting Member Block to vote on.

**Voting Member Block**  
Regionally and Sectorally balanced body that votes on final projects and strategies for implementation.



# Developing our Regional Roadmap

**Regional Roadmap:** *our community and data-driven 10-year vision*

- **Plan Part 1**: data snapshot of our region (**COMPLETED**)
- **Plan Part 2**: regional economic development strategies (**IN PROGRESS**)
  - **Cross-Cutting Strategies:** Broadband, Entrepreneurship, Food Security & Access, Social Determinants of Health, Housing, Transportation, Workforce Development
  - **Sector Strategies:** Arts, Culture, and Tourism; Health and Caregiving; Renewable and Resilient Energy; Working Lands and Blue Economy





# We Need Your Input!

1. What is **currently missing in our strategies?**
2. How can the strategies be improved **to create equitable pathways to climate-forward, quality jobs?**

→ **Your feedback sets our roadmap for implementation AND will be fed up to the State to inform their Operational Plan**

## Next Steps for Community Feedback:

- **Incorporating RRRISE Collaborative feedback: now–mid Sep**
- **Submit Regional Roadmap: Sep 30**  
– *End of Planning Phase* –
- **Public Comment Period: Sept 30–ongoing**
- **Disseminate & Present Regional Roadmap: Sept 30–ongoing**
- **Incorporate Public Comments: Oct–ongoing**

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



# Cross-Cutting Strategies

**Fundamental interconnected strategies that underpin sustainable and inclusive economic growth:**

1. Broadband
2. Entrepreneurship
3. Food Security and Access
4. Housing
5. Social Determinants of Health
6. Transportation
7. Workforce Development



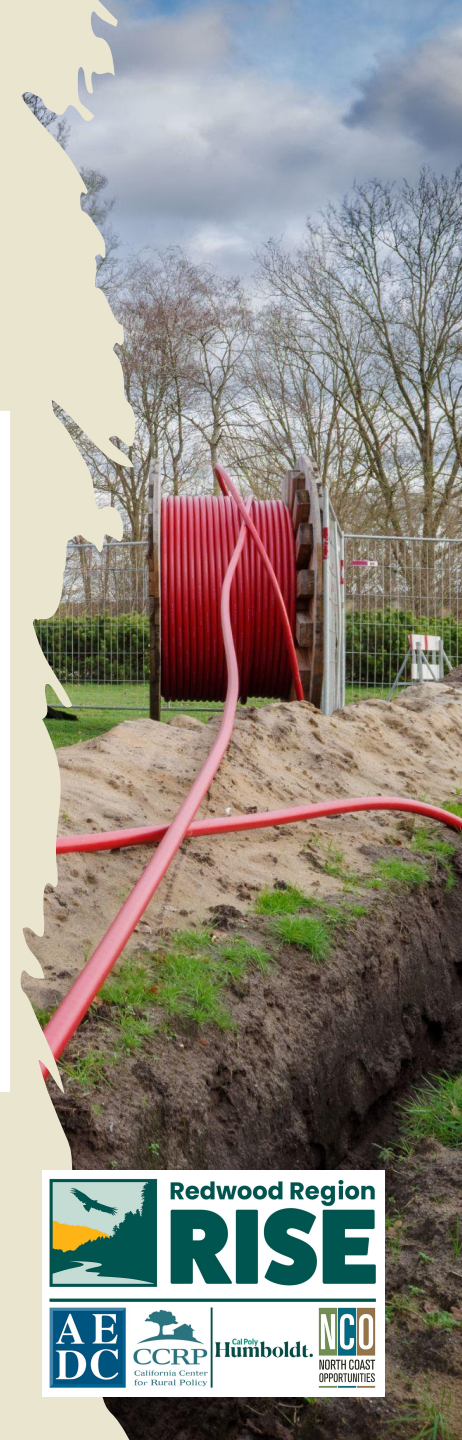
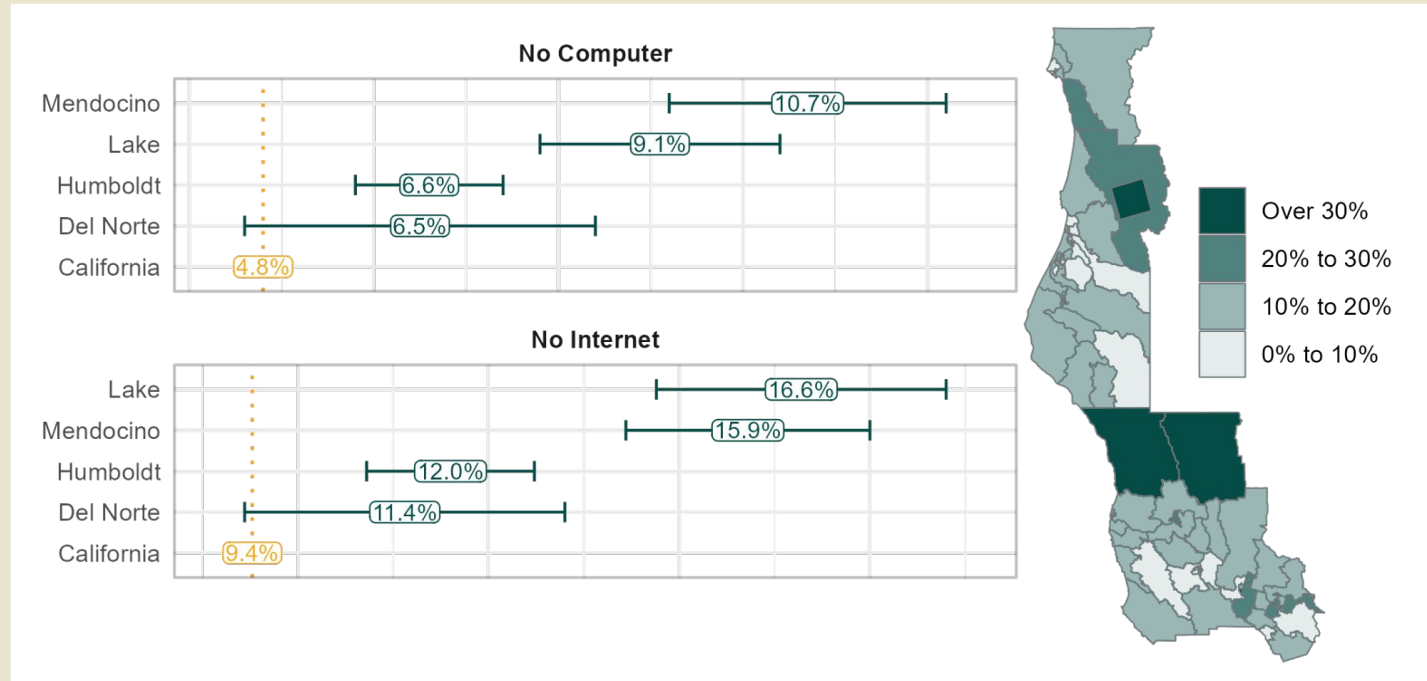


# Broadband Strategies

## The Opportunity:

→ Significantly more households in the Redwood Region **lack internet access** in the home compared to the rest of California.

Broadband is a **necessary infrastructure component** for the region to utilize telehealth and other emerging opportunities to build the health & wealth of all residents.



# Broadband Strategies

## Broadband Strategies:

1. Regional Broadband Coalition
2. "Dig Once" Policy
3. Innovative Connectivity Solutions
4. Digital Equity Fund
5. Public-Private Partnerships for Broadband





# Broadband Strategies

**1. Regional Broadband Coalition:** Create a diverse coalition to coordinate broadband efforts across the Redwood Region. This group will review existing data, conduct new analyses, and develop strategies for both middle mile and last mile connectivity, with a focus on innovative solutions like mesh networks. The coalition will prioritize digital equity and ensure strong representation from Tribal communities in all decision-making processes.

Climate Resilience: 1) Enables better coordination of climate monitoring and response systems, 2) Facilitates remote work, reducing transportation-related emissions, 3) Supports smart grid technology for more efficient energy use, 4) Improves communication systems for climate-related emergencies, particularly in Tribal and rural areas.

Job Creation: 1) Creates administrative and coordination roles within the coalition, 2) Stimulates job growth in broadband installation and maintenance, 3) Enables remote work opportunities across various sectors, 4) Creates opportunities for data analysis and policy development roles, 5) Supports workforce development in digital skills, particularly in Tribal/underserved areas.

Equity: 1) Ensures representation from all counties and Tribal areas in decision-making, 2) Prioritizes underserved communities in broadband deployment plans, 3) Advocates for equitable access at state and federal levels, 4) Focuses on addressing the unique challenges faced by Tribal populations and other underserved communities.



# Broadband Strategies

2. **“Dig Once” Policy:** Implement a policy requiring consideration of broadband conduit installation in all public works projects. This approach will reduce costs and accelerate broadband deployment by integrating infrastructure planning, supporting both middle-mile and last-mile connectivity throughout the region. The policy will prioritize underserved areas and create opportunities for local and Tribal businesses in infrastructure development.

Climate Resilience: 1) Reduces repeated ground disturbance, minimizing environmental impact, 2) Enables more efficient installation of smart technologies for better resource management, 3) Supports the development of resilient, interconnected infrastructure, 4) Facilitates the integration of climate monitoring sensors in infrastructure projects.

Job Creation: 1) Creates jobs in construction and broadband installation, 2) Stimulates economic growth by reducing barriers to broadband deployment, 3) Enables new business opportunities through improved connectivity, 4) Supports the development of a skilled workforce in infrastructure and telecommunications.

Equity: 1) Reduces costs of broadband deployment, making it more feasible in underserved areas, 2) Ensures consideration of broadband needs in all infrastructure projects, benefiting all communities, 3) Can prioritize implementation in areas with low broadband access, including Tribal lands, 4) Provides opportunities for local and Tribal businesses to participate in infrastructure projects.





# Broadband Strategies

**3. Innovative Connectivity Solutions:** Assess and pilot innovative technologies to provide internet access in challenging areas, focusing on both middle mile and last mile solutions. This strategy will prioritize underserved communities, especially Tribal areas, exploring culturally appropriate ways to implement high-speed connectivity. The aim is to bridge the digital divide while creating new job opportunities in technology deployment and maintenance.

Climate Resilience: 1) Reduces need for extensive physical infrastructure in sensitive environmental areas, 2) Enables remote environmental monitoring in hard-to-reach locations, 3) Supports precision agriculture techniques, promoting sustainable farming practices, 4) Facilitates the implementation of early warning systems for climate-related events in remote areas.

Job Creation: 1) Creates jobs in innovative technology deployment and maintenance, 2) Enables remote work and entrepreneurship in previously disconnected areas, 3) Stimulates local economies by bringing online opportunities to remote communities, 4) Supports the development of a tech-savvy workforce, particularly in rural and Tribal areas.

Equity: 1) Provides internet access to the most remote and underserved areas, 2) Offers potentially more affordable solutions than traditional broadband, 3) Bridges the digital divide in areas where traditional deployment is challenging, 4) Prioritizes piloting solutions in Tribal areas and other underserved communities, 5) Explores culturally appropriate ways to implement these solutions in Tribal lands, respecting sovereignty and traditional practices.



# Broadband Strategies

4. **Digital Equity Fund:** Establish a regional fund to subsidize internet costs and provide digital literacy training for eligible households and businesses. This fund will focus on low-income, elderly, and historically underserved populations across all sectors, with a significant portion allocated specifically for improving connectivity and digital literacy in Tribal communities.

Climate Resilience: 1) Enables broader participation in online environmental education and awareness programs, 2) Supports access to climate information and resilience planning tools for all communities, 3) Facilitates participation in energy-saving programs and smart home technologies.

Job Creation: 1) Creates jobs in digital literacy training and program administration, 2) Enables more people to access online job opportunities and training across various sectors, 3) Stimulates local economies by increasing overall digital participation and skills.

Equity: 1) Directly addresses affordability barriers to internet access, 2) Focuses on low-income, elderly, and historically underserved populations, 3) Allocates significant resources specifically for improving connectivity and digital literacy in Tribal communities.





# Broadband Strategies

**5. Public-Private Partnerships for Broadband:** Create a framework for public-private partnerships in broadband deployment, leveraging private sector resources and expertise while ensuring public interest goals are met. These partnerships will span various sectors to develop innovative applications of broadband technology, with a focus on including disinvested/priority communities and Tribal enterprises, and on addressing workforce development opportunities.

Climate Resilience: 1) Leverages private sector innovation in developing climate-friendly broadband solutions, 2) Enables more comprehensive broadband coverage, supporting climate-smart technologies and practices, 3) Can prioritize green energy use in broadband infrastructure through partnership agreements.

Job Creation: 1) Stimulates private sector investment in the region, creating direct and indirect jobs, 2) Enables faster and more extensive broadband deployment, supporting job growth across sectors, 3) Creates opportunities for local businesses, including Tribal enterprises, to partner in broadband initiatives, 4) Includes specific workforce development initiatives, particularly for Tribal members and residents of underserved areas.

Equity: 1) Can include requirements for affordable access and coverage of underserved areas in partnership agreements, 2) Leverages public oversight to ensure equitable deployment and service, 3) Actively seeks partnerships with Tribal enterprises and organizations to develop and implement broadband solutions, 4) Ensures that workforce development initiatives include specific opportunities for Tribal members and residents of underserved areas.



# Broadband Strategies

## Assets to be leveraged:

- State's Broadband Middle Mile Network: Phase 1 and 2 will bring hundreds of miles of middle mile infrastructure to the region.
- Tribal broadband initiatives: For example, the Yurok Telecommunication Corporation's project to improve cell phone reception with five new towers.
- Community Colleges and Cal Poly Humboldt: training and education for broadband-related skills.
- Existing community organizations: Can help with digital literacy training and community outreach.
- Rural and remote geography: Potential testbed for innovative last-mile solutions.
- Strong mutual aid networks: Can support community-based broadband initiatives.
- Lake County Broadband Solutions
- Golden State Connect Authority





# Broadband Strategies

## Projects Catalogued

1. Low level design to take advantage of middle mile projects in Mendocino County
2. Expanding coverage in Kelseyville, Lakeport, and in the north county.



# Entrepreneurship Strategies

## The Opportunity:

→ The Redwood Region's economy is driven by small business and entrepreneurship:

Counties	Number and Percent of Businesses Categorized by Size (Number of Employees)											
	Total	%	0-4	%	5-9	%	10-19	%	20-49	%	50-99	%
Del Norte	784	5%	505	5%	94	6%	86	7%	59	7%	29	12%
Humboldt	6,217	43%	4,280	41%	808	48%	597	49%	380	48%	101	43%
Lake	3,156	22%	2,596	25%	245	15%	158	13%	105	13%	33	14%
Mendocino	4,268	30%	3,004	29%	542	32%	369	30%	244	31%	74	31%
Totals	14,425		10,385		1,689		1,210		788		237	
% of Region			72.0%		11.7%		8.4%		5.5%		1.6%	

Source: [https://labormarketinfo.edd.ca.gov/LMID/Size\\_of\\_Business\\_Data.html/](https://labormarketinfo.edd.ca.gov/LMID/Size_of_Business_Data.html/).  
Firms with more than 100 employees not included.





# Entrepreneurship Strategies

## Entrepreneurship Strategies:

1. Create a Culture of Entrepreneurship
2. Enhance Entrepreneurship Education
3. Improve Business Support Infrastructure, Access to Capital, and Networking



# Entrepreneurship Strategies

## 1. Create a Culture of Entrepreneurship

- Develop a named and branded regional entrepreneurship initiative (e.g., "Redwood Region Innovators")
- Engage local leadership (elected officials, Tribal leaders, business leaders) to vocally advocate for entrepreneurship
- Communicate entrepreneur-friendly policies effectively
- Establish Quality of Life Indicators that include entrepreneurial activity as a key metric
- Create positive buzz through entrepreneurship fairs, TED-style talks by successful local entrepreneurs, or a podcast series
- Develop a Comprehensive Entrepreneurship Development System (CEDS)
- Create an "Entrepreneur E-Zone" (EEZ) web portal for easy access to resources and information





# Entrepreneurship Strategies

## 2. Enhance Entrepreneurship Education

- Expand existing programs like Decade of Difference and Junior Achievement
- Develop new initiatives such as a "Summer Institute for Entrepreneurship" and "Entrepreneur Boot Camps"
- Create a seamless pipeline of entrepreneurship education from K-12 through higher education
- Focus on service- and problem-based learning approaches
- Establish an Entrepreneurship Center at Cal Poly Humboldt
- Develop financial literacy training programs for entrepreneurs
- Create an entrepreneurs-in-residence program at educational institutions



# Entrepreneurship Strategies

## 3. Improve Business Support Infrastructure, Access to Capital & Networking

- Develop a comprehensive list of contacts for financing/business planning assistance
- Create an ombudsman position to assist entrepreneurs with permitting and regulations
- Evaluate and streamline existing business regulations
- Develop business incubators and accelerators, including sector-specific ones, establish co-working spaces and maker spaces throughout the region, and Create virtual incubator programs for remote areas

### Capital:

- Establish a Redwood Region Entrepreneurship Fund
- Create a microloan program for early-stage and micro-enterprises
- Develop a regional angel investor network
- Encourage local crowdfunding platforms and community investment cooperatives

### Networking:

- Organize regular networking events and entrepreneur meetups
- Develop a formal mentorship program
- Create an online community for Redwood Region entrepreneurs





# Entrepreneurship Strategies

## Assets to be leveraged:

1. Educational Institutions (e.g., Cal Poly Humboldt establishing an Entrepreneurship Center).
2. Natural Resources and Geography (e.g., developing a Blue Economy Innovation Hub along the coastline).
3. Cultural Assets (e.g., creating a Traditional Knowledge Innovation Lab based on Native American wisdom).
4. Existing Programs and Infrastructure (e.g., expanding the Toma Resilience Campus model to other parts of the region).
5. Regional Identity and Environmental Ethic (e.g., launching a green business certification program).



# Entrepreneurship Strategies

## Projects Catalogued:

- Economic Fuel Incubators
- Mendo Creative CoLab (formerly the NorCal Arts CoLab)
- Redwood Coast HRTC Rural Grant Accelerator Program
- The Blue Economy Learning Intensive
- Toma Resilience Campus (Blue Lake Rancheria)
- The Innovation Fund





# Food Security & Access Strategies

**Opportunity:** We live in a food producing region but residents still suffer from lack of access- driven by transportation and income issues

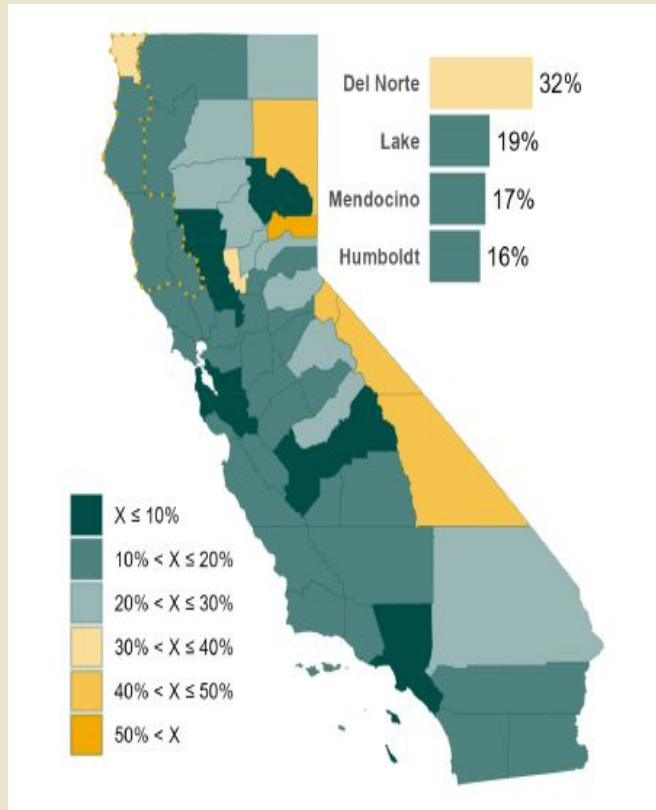
***“Community Food Security... concerns the underlying social, economic, and institutional factors within a community that affect the quantity and quality of available food and its affordability or price relative to the sufficiency of financial resources available to acquire it.”***

- After Covid-era emergency allotments expired in February of 2023, low-income Americans continued to struggle with increasing food insecurity as federal benefit programs like SNAP slashed budgets and reinstated work requirements for recipients.
- Smaller populations in rural areas make operating a grocery store more difficult. According to the most recent USDA data, 76 counties had no grocery store at all in 2016, and about 82% of those counties were rural
- Data from the Economic Research Service (ERS) shows that rural people generally live farther from a supermarket compared to their urban counterparts. According to a 2010 ERS report (the most recent available), the median distance to a supermarket in rural areas was 3.2 miles, compared to 0.7 miles for urban residents.
- In addition to transportation barriers, lack of access to high speed internet in rural counties can exacerbate the burden of providing food for low-income families by making it harder to sign up for government benefits.

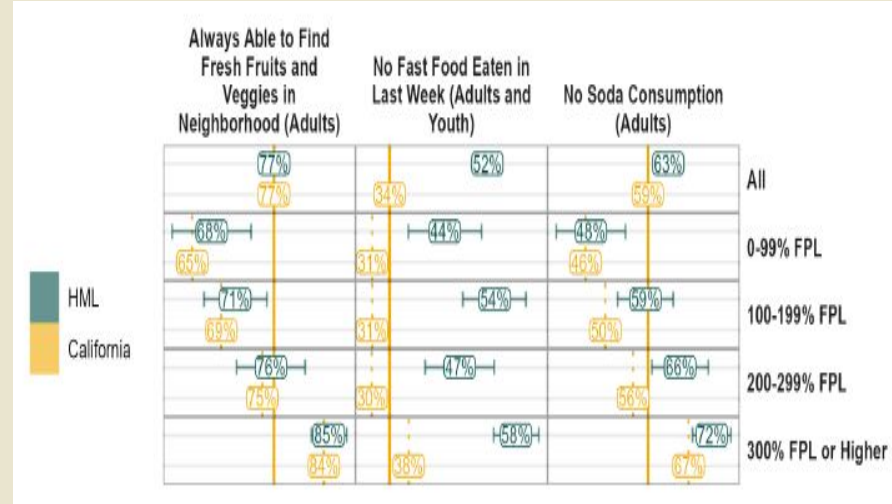


# Food Security & Access Strategies

Percent of Population Living More than 10 Miles from a Grocery Store (2015)



Dietary Factors by Income Level (2011-2018)



County	% Food Insecure	% Below SNAP Threshold
Del Norte	14.6%	70%
Humboldt	15.8%	79%
Lake	15.4%	78%
Mendocino	15.1%	76%





# Food Security & Access Strategies

## Assets to be Leveraged:

**The Rural Prosperity and Food Security Act Summary:** *The Rural Prosperity and Food Security Act focuses on keeping farmers farming, families fed, and rural communities strong. It includes over 100 bipartisan bills and keeps the successful Farm Bill coalition together so that a bill can get across the legislative finish line in 2024.*

- **Makes investments to strengthen the farm safety net;** supports beginning, underserved, and small farmers and ranchers; and focuses assistance on the farmers with dirt under their fingernails and not billionaire and foreign investors.
  - **Helps families working hard to make ends meet** by investing in nutrition assistance that puts food on the table, increasing access to fruits and vegetables, and supporting people on their path to self-sufficiency while cracking down on bad actors.
  - **Improves the quality of life in rural communities** by improving rural health care, childcare, and education; creating good paying jobs; expanding access to high speed internet; and lowering costs for families and businesses
- **Helps millions of Americans make ends meets by continuing the 5-year update to the Thrifty Food Plan (TFP)** included in the bipartisan 2018 Farm Bill
  - **Cracks down on bad actors** to strengthen the integrity of nutrition assistance without jeopardizing food access.
  - **Removes the lifetime ban on nutrition assistance for individuals convicted of a drug related felony**, ensuring that people who have paid their debt to society can access the Supplemental Nutrition Assistance Program (SNAP) and build pathways to self-sufficiency.
  - **Improves access to nutrition assistance** for college students, military families, and seniors.
  - **Increases access to fruits and vegetables** by expanding the Gus Schumacher Nutrition Incentive Program (double-up bucks) and Produce Prescriptions.
  - **Increases funding for food banks and makes the Farm to Food Bank program** permanent, improves access to Kosher, Halal, and culturally relevant food, increases procurement of fruits and vegetables, and provides food procurement flexibility for geographically isolated states and territories.
  - **Supports people on their path to finding long-term, sustainable jobs** by improving the SNAP Employment and Training Program.
  - **Increases funding for nutrition education**, providing the tools and information people need to eat healthier meals, and improving SNAP training for healthcare professionals.
  - **Explores allowing hot foods** like rotisserie chicken to be purchased with SNAP benefits.



# Food Security & Access Strategies

## Possible Strategies and Projects:

### Missing Links in Food Security (Feedback from the RRRISE In-Person Convening April 2024)

- Transportation
- Infrastructure for processing and distribution
- A local person in Tribal governments responsible for these issues - doing it in silos. Food sovereignty, ag production, mini projects, need a comprehensive umbrella.
- More educational outreach for traditional food preservation – canning, smoking, pickling, curing.
- Make sure folks have food stored for emergency and disaster planning.
- Developing new crops for ag, diversify the food supply with climate and drought resilient crops
- Mobile food trucks- mobile farmers market to go to outlying areas
- Advanced logistics like a rideshare app for food
- Cooperatively owned storage and distribution facilities
- Bring back expanded child tax credit
- Save Market Match program funding
- Keep expanding community gardens, full accessible
- Mandate wineries to provide space for ag production
- Home advisors from TV, and schools
- Commercial Kitchen Space
- Aquaculture





# Food Security & Access Strategies

## Possible Strategies and Projects:

### Lasting and Meaningful Change in How We Manage our Food Supply (Feedback from the RRRISE In-Person Convening April 2024)

- When we get government money, how do we use that money to build in sustainability, resilient fund (large buyers)
- Need Food Hub financial model - How do we secure in absence of grant funds
- Financial management plans and long-term projections
- Tax credits and endowments
- Tool share library
- Reusables
- School gardens
- Planter boxes in the schools
- Indigenous representation- intersections between indigenous knowledge and the work we are doing now
- Agro-forestry-economics
- Mobile WIC grocery store with nutrition education and cooking info
- Fruit trees and berry bushes, Guerilla Gardening! Integrating food into the built environment
- LatinX leadership, acknowledge the critical role LatinX people play in agriculture

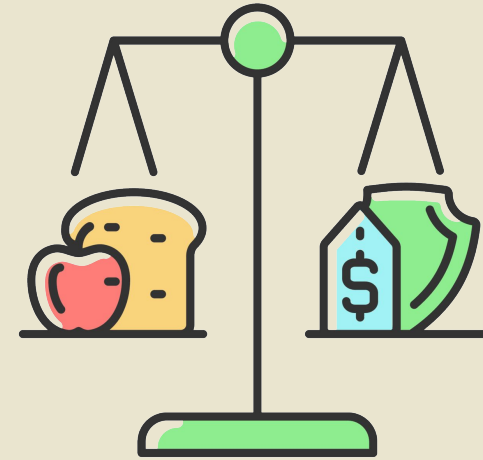


# Food Security & Access Strategies

## Projects Catalogued:

### Fort Bragg Food Bank - *Hunger War Warrior*

We are taking pre made boxes and bags out to different rural areas closest to Reservation Land as we can and distributing food, hygiene, home supplies and gift cards to residents and homeless folks out in these communities. We take a truck load and at least one staff and if we are lucky a volunteer to help them out. This is usually an all day shift and we go to different areas each week. We are trying to implement a second day (Tuesdays, our current outreach day is Thursday) and hopeful and grateful for any support we receive during this learning process.





# Social Determinants of Health Strategies

## The Opportunity:

**RRRISE communities experience “significant health disparities” when compared to California as a whole:**

*These Disparities include:*

- Elevated premature death rates
- Disability rates
- Behavioral risk factors

*Key determinants contributing to these disparities are:*

- High rates of tobacco use
- Substance use/abuse
- Mental health challenges

*Proximate Risk Factors include:*

- Lung cancer
- Respiratory disease
- Motor vehicle deaths
- Drug-induced liver disease
- Suicide



# Social Determinants of Health Strategies

## The Opportunity:

**RRRISE communities experience “significant health disparities” when compared to California as a whole (continued):**

Disability rates are significantly higher than the state average with mental health substance use-related issues as the leading cause of disability among young adults aged 34 and younger.

The region also experiences adverse outcomes related to social drivers of health including:

- High rates of poverty
- Homelessness
- Social isolation
- Adverse childhood experiences (ACES)
- Low educational attainment (but higher than state average high school graduation rates)

*\*Specific communities in the RISE region that have been marginalized by systemic inequities related to race, ethnicity, poverty, disability, lack of access to community resources, gender, sexuality, geographic, and other factors (previously characterized as “disinvested communities”) experience more pronounced health disparities and inequitable outcomes as compared to their counterparts*





# Social Determinants of Health Strategies

## The Opportunity

### Limited Access to Healthcare

- ❖ Reimagine the traditional “healthcare team” roles
- ❖ Invest in administrative hubs that will help support small organizations and independent practices.
- ❖ Proactively address labor shortages through workforce training and pipeline programs.

### Lack of Investment in Prevention Activities

- ❖ Explore opportunities that invest in prevention and upstream interventions. Study the ROI and value equation for community health, SDOH, and health equity outcomes—further define the types of prevention activities needing further scaling and investment (primary prevention, secondary prevention, screening, etc) to refine approaches for impact.
- ❖ Ongoing community prevention work (ACES screening, parenting support, universal basic income) should be studied to understand long term social impact and health equity “returns” in our region

### Adverse Health Outcomes for Priority Populations

- ❖ Direct funding and resources to communities that are impacted by inequitable health outcomes
- ❖ Develop a better understanding of ongoing initiatives in the RISE region that address health equity and look for opportunities to scale scope and impact.



# Social Determinants of Health Strategies

## Projects Catalogued:

### Ukiah High School – *Teen Gatherings Project*

This is a gentle community building opportunity for teens. There would be “Teen Girl” and “Teen Boy” Gatherings- and perhaps an LGBTQ+ Gathering group as well. This would be to informally gather and share crafts, culinary experiences and learning, outdoor walks and other education, and other group interests. It would be monthly, and would be very inclusive- no application needed or any need based requirements: there would of course be a simple and kind code of conduct, and perhaps 2 adult facilitators. One would have a counseling or education background. This would be a way to build community, relax, and try new things and share experiences that grow connection.





# Housing Strategies



## The Opportunity:

Statewide, 44.8% of renters spend more than 35% of their household income on housing expenses, while regional figures (i.e., in Humboldt) reach 54.0%. Both the quantity and quality of the available housing are problematic. Rental vacancy rates are lower than the statewide average, indicating far more competition for renters. Much of the region's housing supply is older and in need of repair.

County name	Median House Value	Housing Units	Occupied Housing Units	% Occupied Housing Units	Home Owner Vacancy Rate	Vacant Housing Units	% Vacant Housing Units	Median Monthly Rent	Rental Vacancy Rate
Del Norte	\$237,700	11,093	9,531	85.9%	1.5%	1,562	14.1%	\$999	1.1%
Humboldt	\$344,800	62,137	53,729	86.5%	1.0%	8,408	13.5%	\$1,079	2.9%
Lake	\$260,600	34,309	26,307	76.7%	1.7%	8,002	23.3%	\$1,116	2.8%
Mendocino	\$417,100	41,276	34,183	82.8%	1.4%	7,093	17.2%	\$1,176	2.3%
Region-Wide	\$315,050	148,815	123,750	82.9%	1.4%	25,065	17%	\$1,093	2.3%
California	\$573,200	14.34 M	13.22M	92.2%	1.0%	1.11M	7.8%	\$1,698	3.9%

Source: Lightcast™ (2022)



# Housing Strategies

## Possible Components:

1. Rural Housing Policy Development

2. Regional Housing Trust Fund

*A housing trust fund is a program or independent organization that raises funding to dedicate to housing production, preservation, and related activities, such as grant funding for construction or rehabilitation, infrastructure, land acquisition, or impact fees; low-interest construction, acquisition, or gap financing. In CA match funds are available for the creation, rehabilitation, or preservation of affordable housing, transitional housing and emergency shelters.*

3. Workforce Housing Initiative

*Ex. CSCDA CIA's Workforce Housing Program, government bonds are issued to acquire market-rate apartment buildings. These properties are then converted to income and rent-restricted units for moderate/middle income households, which are generally households earning 80% to 120% of AMI*

4. Resident Protection Policies

5. Entrepreneurship in Building and Trades





# Housing Strategies

## Assets to be leveraged:

- For-profit Developers
- Non-profit Developers
- Building Trade orgs and labor groups
- Housing advocates
- County govt actors (housing commissions, etc)
- Municipal govt actors
- State advocates
- Tribal housing orgs



# Housing Strategies

## Projects Catalogued:

- Regional Housing Study
  - Comprehensively identify barriers to production and access, create policy agenda and identify other opportunities for regional action.
- Promote integrated models for housing and social supports.
  - Four projects in Humboldt and Lake Counties emphasizing supports for seniors and those experiencing homelessness, and community integration and support for residents with disabilities.
- Innovation in fire hardening and accelerating housing production.
  - A pilot in Lake County integrating new technology (3D printing), climate resilient building techniques and workforce training.





# Transportation Strategies

## The Opportunity:

- Communities concerned with disaster preparedness and vulnerabilities related to limited road infrastructure.
- Lack of transportation, supply chain infrastructure, and connectivity constraints industry growth and access to markets (see Working Lands SWOT, e.g.).
- Incidence of motor vehicle related accidents and deaths are higher in the region than the rest of the state. Many communities divided by highways and major thoroughfares. Lack of workforce housing that is pedestrian and transit friendly.
- Dirt Roads are a primary source of air pollution in the region.



# Transportation Strategies

## The Strategies:

1. Improving Connectivity, Safety, and Walkability.
2. Infrastructure to support Supply Chain development and Market Access.
3. Resilience and Disaster Preparedness.





# Transportation Strategies

## Assets to be leveraged:

- Humboldt County Association of Govts (HCAOG) and Mendocino County Council of Governments (MCCOG) [RISE Voting Members]
- Local CalTrans units
- Tribal Planning Depts
- Green transportation advocates
- County and Municipal Govts



# Transportation Strategies

## Projects Catalogued:

- One project to improve fire safety of roads in Humboldt County that serve disinvested communities (erosion encroachment, ditch and culvert cleaning, fuels maintenance, etc).





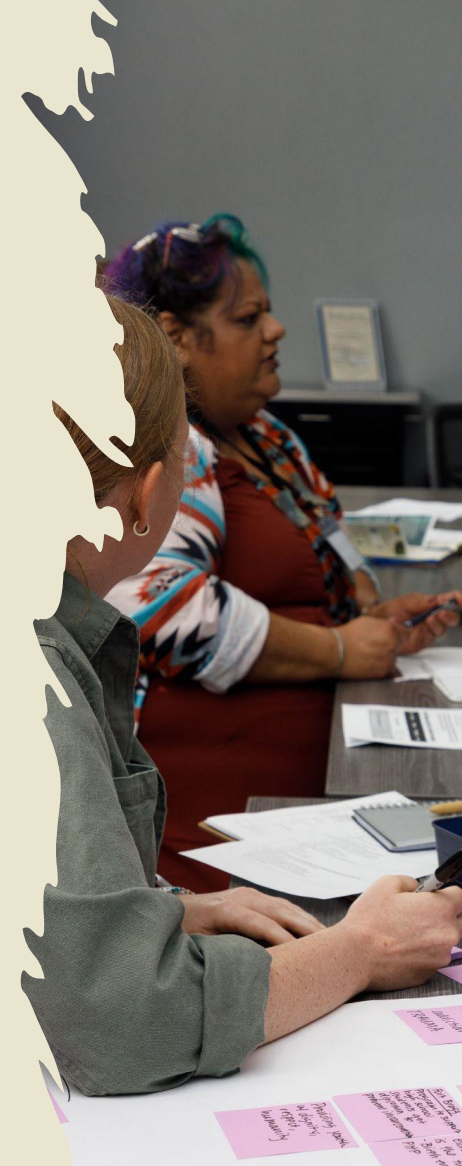
# Workforce Development Strategies

## The Opportunity:

→ The Redwood Coast has **worker shortages** in occupations that have family sustaining wages. While there are existing training pathways into these occupations, completion rates for these programs are too low to meet demand.

→ The region has **high rates of ACEs** and **high attrition from the workforce** due to cognitive and behavioral disability, higher rates of mental health conditions incl. depression, anxiety, and health conditions that are correlated with trauma. Employers report that this affects worker productivity, resilience, and turnover.

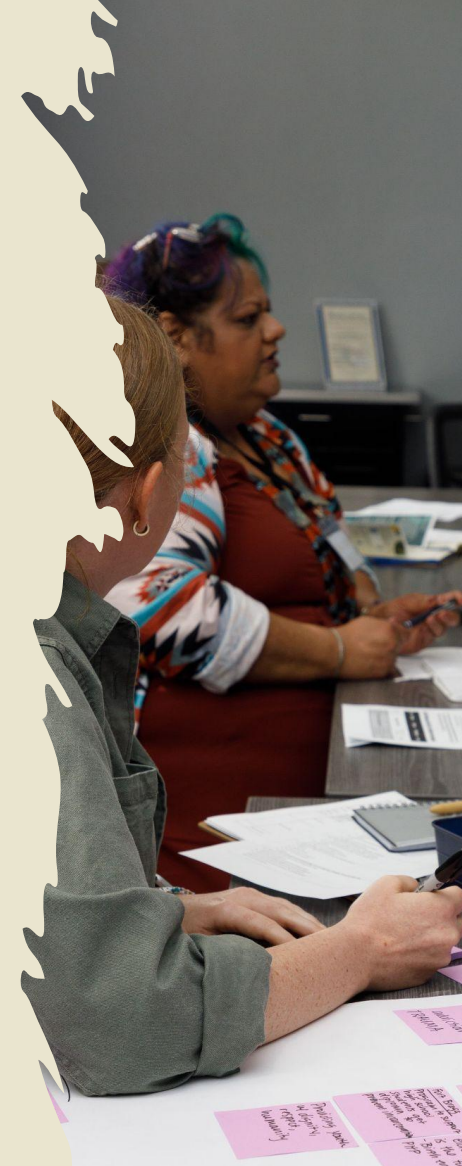
→ Shortages of childcare providers, lack of transportation, and lack of higher wage opportunities are **barriers** reported by priority communities.



# Workforce Development Strategies

## The Strategies:

1. Trauma-informed approaches
  - **Training programs that integrate trauma awareness**, resilience-building, and mental health components. Educate workforce professionals on trauma's impact on job performance and retention. Provide trauma-informed coaching alongside technical skills training.
  - **Establish trauma-informed practices in workforce organizations** Train staff to recognize and respond to trauma signs. Create safe, supportive environments for staff and clients. Offer resources to address staff trauma and prevent secondary traumatization.
  - **Partner with employers for trauma-informed workplaces:** collaborate with employers to implement trauma-informed practices. Educate employers on trauma's impact on employee performance and retention. Assist in developing trauma-informed management practices and policies. Provide ongoing support to maintain trauma-informed workplaces.
2. Strengthening partnerships to provide wraparound services
  - Addressing broader barriers to employment** such as housing, transportation, childcare, and mental health issues alongside skills training. Work with and resource existing CBOs and service providers and better connect them into the Workforce Development apparatus of our Region.
3. Regional coordination on “grow your own” workforce approaches

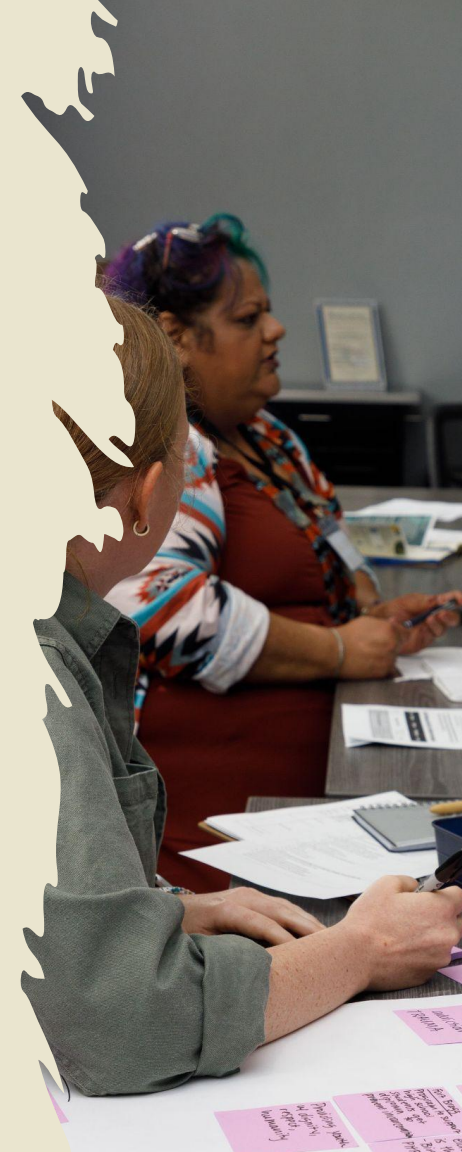




# Workforce Development Strategies

## Assets to be leveraged:

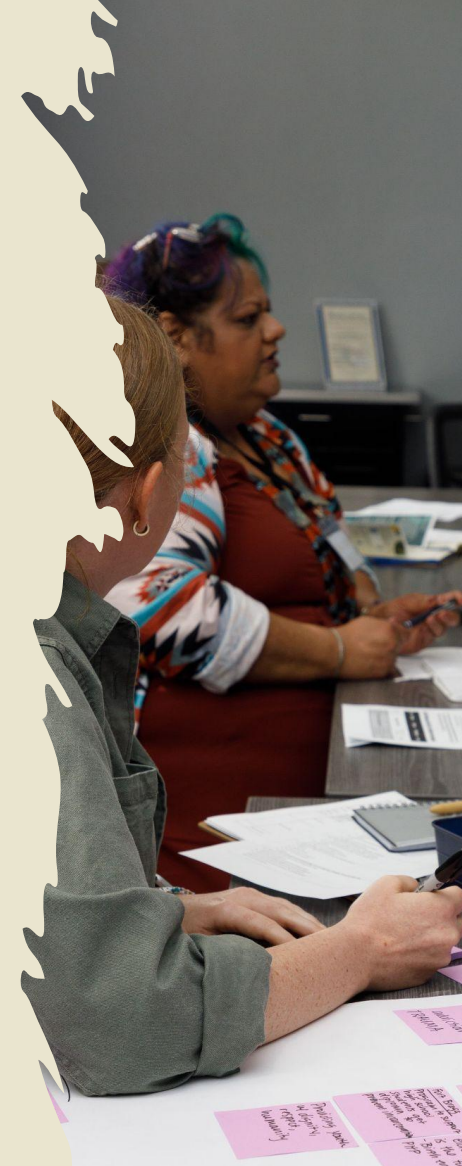
- Workforce Development Boards and Job Centers
- Tribal economic development and workforce organizations
- CBOs serving Priority Populations
- Synergies with Sector Tables of RISE
- Mendocino College, College of the Redwoods, Cal Poly Humboldt
- Offices of Education in each county and Tribal education programs
- Employer networks and Chambers of Commerce



# Workforce Development Strategies

## Projects Catalogued

- Work with job seekers who have barriers to employment as advocates educating consumers on wastewater management, renewable energy, green transportation, etc.
- Increase infrastructure at community colleges for training Fire techs and construction careers.
- Paid internships and training opportunities for careers in construction, natural resource management and trails maintenance, heavy equipment operation, and others (Del Norte, Mendocino, Humboldt).
- Paid training opportunities for prescribed fire, landscape restoration and other traditional ecological approaches esp for Tribal youth.
- Network building and resourcing for CBOs and organizations who center BIPOC/frontline communities to bridge those communities into workforce opportunities.
- Bring together County Offices of Education to build coordinated career pathways and connect priority communities to opportunities.







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# Sector Strategies

## Community-identified priority industries in the Redwood Region:

1. Arts, Culture, and Tourism
2. Health and Caregiving
3. Renewable and Resilient Energy
4. Working Lands and Blue Economy

## Shared Values:

- Efforts contribute to the good of the community and the good of the environment
- Educational opportunities align with regional needs
- Advocate for equitable access to resources to ensure economic resiliency





# Arts, Culture, and Tourism Strategies

## Sector Overview:

- Diverse sector cluster:
  - Over 110 distinct six-digit NAICS codes
  - No shared cohesive workforce infrastructure
  - Sector includes fine + performing arts, digital media, outdoor recreation, etc
- Key Challenges/Threats:
  - Low wages, few typical employee safety nets, seasonal “gig” work (revenue = concentrated)
  - Rural isolation means a lack of professional networks
  - Pandemics, wildfires, AI adoption, gentrification, and extractive tourism
- Opportunities/Strengths:
  - Rich cultural & natural resources
  - Community-driven, creative workforce, potential for innovation, cross-collaboration

## Vision:

*We believe in utilizing the responsive, flexible, and innovative industries of arts, culture, and tourism to stimulate economic activity, create sustainable living conditions within the sector, provide service to our communities, and promote the values of hope, joy, equity, exploration, and creativity, thereby raising the quality of life for everyone.*



# Arts, Culture, and Tourism Strategies

**ACT Sector Table Coordinators:** Sabrina Klein Clement and Calder Johnson

## **ACT Sector Table Members:**

- Alyssum Wier
- Ashley Taylor
- Dr. Susanne Sarley
- Cindy Vosburg
- Kimberly Haile
- Leslie Castellano
- Barbara Clark
- Lisa Kaplan
- Calder Johnson
- Sabrina Klein Clement
- Laura Lasseter
- Laurel Near
- David Sedgwick
- Lily Haas
- Adam Spencer
- Aislene Delane
- Brenda Perez
- Anissa Vang
- Dianna Rios
- Sal Munoz
- Dave Zdrazil
- Aerin Monroe
- Carlon LaMont
- Traci Pellar





# Arts, Culture, and Tourism Strategies

## 1. Regional Networking and Resource Sharing

### a. *Regional Data Collection and Asset Mapping:*

- Cash strapped: “business as usual”  
→ Landscape assessment to strategically innovate

### b. *Regional Networking and Advocacy:*

- Overcome relative lack of connectivity  
→ Regional asset mapping and networking efforts: foundational “groundwork”

### c. *Regional Branding and Promotion:*

- Diverse, “fragmented” sector  
→ Leverage what is here, “Hidden Gem”



# Arts, Culture, and Tourism Strategies

## 2. Training and Skill Development

### a. *Entrepreneurship Support*

- Entrepreneurship one of the few opportunities for upwards mobility  
→ Investment in innovative entrepreneurship development programs

### b. *Partnership with other Sectors*

- Cross-cutting opportunities with Working Lands sector  
→ Agri-tourism, eco-tourism
- Cross-cutting opportunities with Health & Caregiving sector  
→ Holistically address behavior health: “social prescription”

### c. *New Certification and Professional Development Programs*

- Certification can be a challenge  
→ “Home-grown” certification program, “Certified Tourism Ambassadors”  
→ Connect individuals to social/community goals





# Arts, Culture, and Tourism Strategies

## 3. Creative Placemaking *and* Placekeeping

### a. **Cultural Hubs**

- Overcome geographical distances and rural under-investment
  - Infrastructure investments (Maker Spaces, potentially mobile)
  - Neighborhood revitalization

### b. **Social Innovation and Quality of Life**

- Include professionals from the sector in decision-making and visioning
  - Place “nourishing”: Make the region a place people want to visit and live, while supporting local people to maintain their way of life as they choose (community-centered tourism) and “Economy of Hope”

### c. **Community Investments and Mobile Services**

- Bridge vast distances and limited public transportation
  - Bringing essential assets to remote communities (bookmobile, art-wagon, tool-lending libraries, etc.)



# Arts, Culture, and Tourism Strategies

**Development Dyads** – Complementary Strands Working Together

*“Investments in the Arts, Culture, and Tourism Sector should be a “balanced” model, growing different dyads of investment”*

1. **Physical infrastructure** (sites) / **Knowledge Infrastructure** (people)
2. **Tourism** (outward facing) / **Community-Wellbeing** (inward facing)
3. **Immediate Action** / **Long-Term Planning**





# Health and Caregiving Strategies



The **Current State** of the Health and Caregiving sectors in the RRRISE region:

## **1. By examining industry composition and opportunities for employment**

→ Within the industries there's a clear shortage of workforce in key roles, some of which are high-road occupations such as registered nurses, nurse practitioners, licensed behavioral health and social work roles, and social/healthcare service managers. While shortages in high-road occupations are important to address, so too are other key workforce roles in the industries that face current and projected shortages but have lower annual median wages. These roles include: home health and personal care aids, medical assistants, nursing assistants, dental assistants, peer support specialists, substance use/behavioral health counselors, and other healthcare support workers

## **2. By the ways in which the industries do or do not meet the basic infrastructure needs that lead to economically prosperous communities**

→ Findings from RRRISE's qualitative research and listening sessions echo the data, with many respondents indicating lack of adequate access to medical and childcare as significant gaps in the regional infrastructure that undermine economic prosperity. All four counties include regions that meet the criteria for Health Professional Shortage Areas (HPSA) for primary care, mental health, and dental care.

## **3. The impact on health outcomes and health inequities in the region**

→ RRRISE communities experience "significant health disparities compared to California at large.



# Health and Caregiving Strategies



## Sector Table Vision

- Treating health and caregiving as essential infrastructure for economic prosperity
- Addressing the acute shortages of personnel and a need for a diversified labor force in health and caregiving fields, with both long and short term workforce pipeline strategies
- Recommending economic investments that improve health equity and SDOH outcomes which will lead to a healthier region
- Looking at cross sector opportunities that will provide essential foundations for economic prosperity and improved health outcomes

## Sector Table Participating Members

### Health Care (Medicine, Behavioral, Allied)

Alliance for Rural Community Health, Miranda Ramos (M)  
Humboldt County Public Health, Sofia Pereira (H)  
Humboldt County Behavioral Health, Emi Botzler-Rogers (H)  
Humboldt Del Norte Medical Society, Amanda Lankila (D,H)  
North Coast Clinics Network, Tim Rine (D,H,M,L)  
NCHIIN Emeritus, Martin Love (H)  
Open Door Community Health Centers, Hilda Yepes-Contreras (D,H)  
Open Door Community Health Centers, Trisha Cooke (D,H)  
Partnership Health Plan, Vicky Klakken (D,H)  
Partnership Health Plan, David Lavine (D,H,M,L)  
United Indian Health Services, Liz Lara-O'Rourke (D,H)  
United Indian Health Services, Stephanie Weldon (D,H)

### Caregiving (Adults, Elders, Youth, etc.)

Arcata House Partnership, Darlene Spoor (H)  
Changing Tides Family Services, Kerry Venegas (H)  
First Five Humboldt, Aaron Wythe (H)  
First Five Humboldt, Dan Berman (H)  
Humboldt County DHHS, Michele Stephens (H)  
Humboldt County HHS, Cindy Sutcliffe (H)  
North Coast Children's Services, Randy Oein (H)  
Redwood Coast Regional Center, Sheila Keys (D, H, M, L)  
Redwood Community Action Agency, Lorey Keele (H)

### Education, Workforce, Community, RRRISE Partners

Cal Poly Humboldt Office of Initiatives, Andy Rix  
Cal Poly Humboldt, Dr. Kimberly Perris (H)  
Cal Poly Humboldt, Dr. Justus Ortega (H)  
College of the Redwoods, Shauna Burdick (D,H)  
Del Norte County Office of Ed., Jeff Harris (D)  
Humboldt County Workforce Development, Peggy Murphy (H)  
Mendocino Community College, Timothy Karas (M)  
Mendocino Community College, Suzanne Hewitt (M)  
North Bay Workforce Alliance, Sita Williams (M,L)  
North Coast Opportunities, Tiffany Gibson (M, L)  
North Coast Opportunities, Yesenia Herrera (M,L)  
Redwood Coast K-16 Education Collaborative, Angella Shull (D, H)  
True North Organizing, Sonnie Mae Rubio  
Ukiah Union School District, Eric Crawford (M)

### NCHIIN Convening Team

Rosemary DenOuden, NCHIIN CEO  
Jessica Osborne-Stafsnes, NCHIIN COO  
Taffy Stockton, NCHIIN Consultant  
Leigh Pierre-Oetker, CCRP Senior Research Analyst





# Health and Caregiving Strategies



## Sector Table Organizing Framework

**Sector Table Lead:** *North Coast Health Improvement and Information Network (NCHIIN) & Humboldt Independent Practice Association (Humboldt IPA)*



# Health and Caregiving Strategies

## Issue: Limited Access to Healthcare and Caregiving Services

- 1. Invest in additional regional workforce assessments focusing on priority occupations to fully understand workforce needs.**
  - Investing in assessment and aligned strategies might better guide strategic approaches to future workforce initiatives.
- 2. Cultivate, Maximize, and Expand Workforce Pipeline Programs**
  - Several workforce pipeline programs exist (particularly pertaining to healthcare workforce development) in the RRRISE region, but more coordination and maximization of impact across programs is important. Additionally, adequate and equitable representation of students in workforce development programs should also be prioritized.
- 3. Explore Coordinated Recruitment and Retention Strategies for Maximum Impact**
  - Organizations will have individual recruitment and retention strategies for their specific workforce, but what regional system and policy work might be possible to make the RRRISE region a highly attractive location to work in the health and caregiving sector
- 4. Socialize and Promote Telehealth Adoption**
  - Expansion of telehealth services has increased significantly in recent years. In rural and geographically isolated communities telehealth may provide an important solution in accessing medical and behavioral health resources. While these services are currently available, more work must be done in the deployment of telehealth to socialize the concept among patients, providers, and healthcare organizations. Additionally, efforts must be undertaken to ensure that telehealth services are well enmeshed with other members of a patient/client's care team.
- 5. Support Childcare Stabilization Initiatives**
  - In response to the pandemic, Humboldt County stakeholders leveraged American Rescue Plan Act (ARPA) funds to establish a cross-sector collaborative to provide financial support to child care providers and family members in Humboldt County, recognizing that child care provides a health foundation for children alongside reliable caregiving services for working parents. The Health and Caregiving Sector Table proposes learning from the Humboldt County model and exploring how it might be scaled in other communities.





# Health and Caregiving Strategies



## Issue: Supporting and Expanding Capacity

### 1. *Explore and Advance Hub Models*

→ Hub models can provide shared infrastructure and improved organizational efficiency through shared services such as workforce development/deployment and training, administrative services (billing, contracting), and shared technical infrastructure. Studying the feasibility and scope of hub models in the RRRISE region, may provide critical infrastructure that will support more efficient delivery of services, provide a common forum to work on system interventions, and expand administrative capacity of organizations to participate in new funding streams such as California Advancing and Innovating Medi-Cal (CalAIM), Children and Youth Behavioral Health Initiative (CYBHI), etc.

### 2. *Invest in regional capacity-building resources*

→ Many health and caregiving organizations would benefit from better access to capacity building resources. Examples of such resources include, low-interest revolving loan programs, access to low-cost grant writing and strategic planning services, or other shared infrastructure programs (CIE, HIE, community information exchange, health information exchange)etc.

### 3. *Require investment as part of large-scale development processes*

→ As new large-scale industry initiatives enter into the RRRISE landscape (Wind Farms, Noyo Harbor project, etc), community benefit investments should be included as part of RFP and RFA processes. While these projects bring many job opportunities to our region, there may also be an impact on the already over-resourced health and caregiving systems. The health and sector table recommends studying the palatability of health and caregiving community benefit requirements for large projects and developing a strategic process for bringing this work to fruition.



# Health and Caregiving Strategies



## Issue: Address System and Policy Issues

- 1. Invest in backbone support and capacity expansion for existing collaboratives addressing social determinants of health and health equity**
  - A number of collective impact, SDOH, and health equity collaboratives exist in our region, but even with intentionality, sometimes work in silos. Rather than create redundant processes, the sector table recommends developing a better understanding of ongoing initiatives in the RISE region that address health equity and look for opportunities to scale up. This would include working with community common tables that are advancing health equity efforts (Live Well Humboldt, Accountable Communities for Health, Family First Prevention Act Cross-Systems Collaborative, etc.) to expand reach and impact of these existing collaboratives. Intentional effort must be brought forward to deepen the collaborative practices of these tables and lean into shared accountability.
- 2. Direct dedicated investment to priority communities to provide community-designed and driven solutions to address SDOH**
  - Communities that have inequitable health outcomes should be supported and resourced to drive solutions that are culturally responsive to their needs and cultural practices. Directed Community Benefit investment dollars (per the previous recommendation) may serve as a revenue source that can also be leveraged for this strategy.
- 3. Invest in Data and System Analysis to Support Future Planning**
  - There are often limitations with available data for our region (lags, lack of granularity, aggregating our data with other regions, etc). Investing in assessment and aligned strategies might better guide strategic approaches to future sector initiatives.
- 4. Invest in Rural Policy Advocacy to advance solutions that are responsive to our rural region**
  - Many policies that are set are centered in the urban experience and create unintended consequences for rural communities and their partners like those in the RRRISE footprint. The sector table proposes a rural policy platform and advocacy training and support for policies that address structural urbanism and impede rural success in the health and caregiving sectors.





# Health and Caregiving Strategies



## Cross-Cutting Strategies

*The Health and Caregiving Sector table has identified several cross-cutting recommendations that will involve the participation of all sector tables and RRRISE partners:*

- ★ Review **Housing** capacity and accessibility in the RRRISE footprint to understand housing infrastructure's impact on the vitality of our focus industry sectors and priority communities as a cross-cutting strategy. Access to adequate housing presents challenges for health and caregiving workforces collectively in our region.
- ★ Recognize rural capacity for **Healthcare and Caregiving services as a cross-cutting strategy that intersects with other industry sectors and priority communities**. If our region has inadequate access to health and caregiving services, it's unlikely we can bring in high-road economic opportunities and occupations to our communities. Adequate investment in stabilizing and growing this sector will be crucial for the continued growth of our communities.
- ★ Invest in **Broadband infrastructure**. Broadband infrastructure is vital to the delivery of equitable telehealth services but also impacts the other sector focus areas of RRRISE. Supporting access to reliable, high-speed, and affordable internet is vital to economic development in RRRISE communities.
- ★ **Cultivate RRRISE geographies as desirable and vibrant communities** where individuals seek to live, work, and play. In order to recruit and retain workforce (across all industry sectors), our communities must provide the necessary infrastructure, social cohesion, economic opportunities, job opportunities, and cultural desirability that make the region a vibrant place to live.



# Renewable and Resilient Energy (RRE) Strategies



**Blue Lake Rancheria Microgrid** (source: Blue Lake Rancheria)





# Renewable and Resilient Energy Strategies

## What is Renewable and Resilient Energy?

Renewable and Resilient Energy (RRE) is a holistic approach to energy that combines clean, sustainable power generation with robust, community-centered distribution systems, energy efficiency measures, and design and optimization of integrated energy systems. RRE strategies seek to provide affordable, reliable, and environmentally friendly energy access to all residents while fostering local economic benefits, innovation, and workforce development.



# Renewable and Resilient Energy Strategies

## Sector Table Participants

- Thomas Atmer (Vineyard Offshore Wind)
- Drew Barber (Dinsmore Pilot Project Manager)
- Dana Boudreau (Redwood Coast Energy Authority, Director of Infrastructure, Planning, and Operations)
- Patty Bruder (North Coast Opportunities)
- Maia Cheli (Senior Development Manager, Schatz Energy Research Center)
- Ben Chittle (Educator, Simply Solutions)
- Zenia Leyva Chou (Project Coordinator California Jobs First)
- Jonnel Covault (Del Norte Resilient Energy Committee)
- Ciara Emery (Local Government Stakeholder Engagement: RWE)
- Tanner Etherton (Offshore Wind Researcher, Schatz Energy Research Center)
- Lucia Gauger (Fisheries Liaison, Vineyard Offshore)
- Heidi Guynup (Blue Lake Rancheria)
- Ryan Heitz (Humboldt County Economic Development)
- Madison Hunt (Blue Lake Rancheria Fellow)
- Amy Jester (Humboldt Area Foundation and Wild Rivers Community Fund, CORE Hub)
- Tom Jordan (Scottsdale Energy Cooperation & Scotts Valley Band of Pomo Indians)
- Terre Logsdon (Chief Climate Resilience Officer and Tribal Liaison for County of Lake)
- Lissa Long (United Methodists Church)
- Eileen Mitro (Coordinator for Climate Action Mendocino)
- David Narum (CCRP, Cal Poly Humboldt, Director of Community Development)
- Lacy Peterson (City of Fort Bragg)
- Pastor Shannon (American Red Cross, Board Member Lake County Community Foundation)
- Treston Shull (Vice President of Laborers Local 324)
- Rebecca Simonson (Director of Programs at Sonoma Clean Power)
- Carry Tambling (Bright and Green)





# Renewable and Resilient Energy Strategies

## RRE Sector VISION

The RRE vision encompasses a carbon-neutral energy sector where all residents, including those in the most remote areas, have access to affordable and reliable clean energy. Community-owned energy projects keep economic benefits local, cutting-edge research drives innovation in energy storage and microgrid technologies, and energy infrastructure is resilient in the face of climate impacts and other disruptions.

Central to this vision is a thriving and diverse workforce that reflects the region's demographics and values. By leveraging the region's abundant natural resources, rich cultural heritage, and spirit of innovation, a flourishing clean energy economy can be created that not only meets local needs but positions the Redwood Region as a leader in rural energy solutions.



# Renewable and Resilient Energy Strategies

## Sector Opportunities:

- Abundant Renewable Resources: Significant untapped potential in solar, wind, biomass, and geothermal. Lake County, for example, has world-class geothermal resources.
- Community Resilience: Enhance energy reliability through microgrids and "Resilience Hubs." Blue Lake Rancheria and Regional Airport microgrids serve as successful models. Energy efficiency improvements hold large savings potential region-region-wide.
- Workforce Development: Create high-quality jobs in clean energy. Goal: Train 2,000 new workers by 2034, with 50% from disadvantaged groups, addressing critical labor shortages.





# Renewable and Resilient Energy Strategies

## What the DATA tells us about clean energy in the region:

- Workforce Development: Significant labor shortages, especially in skilled trades for energy projects. Thousands of electricians and construction workers needed. Strong emphasis on local "grow your own" workforce strategies and youth career pathways.
- Energy Resilience: Extended power outages common, some lasting over 10 days. Blue Lake Rancheria and Regional Airport microgrids serve as resilience models. PG&E's grid is seen as unreliable and a fire risk due to poor maintenance.
- Clean Energy: Lake County has substantial geothermal production. Potential offshore wind development in Humboldt Bay, though timelines and local job creation are questioned. Interest in biomass-to-hydrogen conversion projects.
- Climate Vulnerabilities: Region faces drought, wildfire, and sea level rise risks. Wildfire insurance becoming costlier and harder to obtain. Climate impacts affecting agriculture (e.g., wine industry).
- Economic Context: History of boom-and-bust cycles in resource extraction. Need for economic diversification and youth retention. Recent collapse of the cannabis industry has significantly impacted rural small towns.
- Infrastructure Challenges: Outdated water, transportation, and energy systems. Interest in synergistic development of electrical transmission, broadband, and transportation infrastructure along key corridors.



# Renewable and Resilient Energy Strategies

## Regional Clean Energy Assets:

1. Abundant natural resources: solar, wind, other renewable energy sources.
2. Microgrids: 1) Blue Lake Rancheria: a model for community energy resilience; 2) Redwood Coast Airport Microgrid: Described as “the first 100% renewable energy, front-of-meter, multi-customer microgrid.”
3. Geothermal resources: energy production in Lake County.
4. Offshore wind potential: primarily Humboldt Bay area.
5. Biomass resources: biomass-to-energy projects.
6. Cal Poly Humboldt: research, innovation, and workforce training.
7. Community colleges: vocational training.
8. Traditional Ecological Knowledge: Tribal nations' expertise.
9. Strong environmental ethic: community support for clean energy initiatives.





# Renewable and Resilient Energy Strategies

## RRE Strategies\*

1. Strengthen Regional Energy Workforce Development
2. Support Community Energy Resilience and Reliability
3. Foster Information and Resource Sharing

\*Selected and developed by the RRE Sector Table from a wide range of options.



# Renewable and Resilient Energy Strategies

## Strategy 1. Strengthen Regional Energy Workforce Development

This strategy focuses on creating a robust pipeline of skilled workers for the clean energy sector. Key components include launching a “Clean Energy Corps” targeted at priority communities, developing comprehensive wraparound support services for trainees, implementing digital skills development and circular economy job training, and creating inclusive training programs with modular, stackable credentials.

The strategy aims to train 2,000 new clean energy workers by 2034, with at least 50% from priority groups, establish clean energy career pathway programs in all regional high schools by 2030, and create 100 paid internship and apprenticeship positions by 2034.





# Renewable and Resilient Energy Strategies

## Strategy 1. Climate Resilience, Job Creation, and Equity

Climate Resilience: 1) Develop a skilled workforce capable of implementing and maintaining resilient energy systems, 2) Enable faster deployment of clean energy technologies, reducing regional carbon emissions, 3) Support the transition away from fossil fuels, mitigating climate change impacts.

Job Creation: 1) Address significant labor shortages in skilled trades needed for energy projects, 2) Create new career pathways in clean energy sectors, particularly for young people, 3) Aim to train 2,000 new clean energy workers by 2034, stimulating local economies.

Equity: 1) Target at least 50% of trainees from priority groups, 2) Promote "grow your own" workforce strategies, benefiting local communities, 3) Create opportunities for youth to stay in the region, addressing economic disparities.



# Renewable and Resilient Energy Strategies

## Strategy 2. Support Community Energy Resilience and Reliability

This strategy centers on building a decentralized, resilient energy system to enhance community self-reliance and economic stability. It includes deploying community microgrids, implementing comprehensive energy efficiency and electrification programs for low-income households, developing clean backup power systems for critical facilities, and supporting Tribal- and worker-owned clean energy enterprises.

Goals include deploying three community microgrids by 2030, reducing energy burden by 40% for 1,000 low-income households by 2034, and achieving 100% clean energy access for Tribal nations in the region by 2034.



# Renewable and Resilient Energy Strategies

## Strategy 2. Climate Resilience, Job Creation, and Equity

Climate Resilience: 1) Enhances energy resilience in face of climate threats like wildfires and extended power outages, 2) Reduces reliance on fossil fuel backup generators during emergencies, 3) Supports adaptation to increasing climate risks in the region.

Job Creation: 1) Creates jobs in microgrid installation, maintenance, and operations, 2) Stimulates local economies through energy efficiency and electrification projects, 3) Develops a new sector of resilience-focused energy jobs.

Equity: 1) Prioritizes low-income households and Tribal/rural communities for resilience projects, 2) Addresses the disproportionate impact of power outages on priority communities, 3) Improves energy reliability for critical facilities serving vulnerable populations.





# Renewable and Resilient Energy Strategies

## Strategy 3. Foster Information and Resource Sharing

This strategy aims to create a robust ecosystem of knowledge exchange, collaboration, and public engagement. Key components include establishing regional "Clean Energy Hubs," developing a comprehensive digital knowledge platform, creating collaborative research networks, implementing public education and engagement programs, and integrating traditional ecological knowledge into modern energy solutions.

Goals include establishing four fixed Regional Clean Energy Hubs and four mobile units by 2034, achieving a measurable increase in public understanding of clean energy, and creating a comprehensive regional energy data platform.



# Renewable and Resilient Energy Strategies

## Strategy 4. Climate Resilience, Job Creation, and Equity

Climate Resilience: 1) Accelerates adoption of climate-friendly energy solutions through knowledge sharing, 2) Supports informed decision-making on climate adaptation strategies, 3) Facilitates collaboration on regional climate resilience initiatives.

Job Creation: 1) Creates jobs in clean energy education, outreach, and program administration, 2) Supports entrepreneurship and innovation in the clean energy sector, 3) Attracts new businesses to the region through improved energy knowledge and resources.

Equity: 1) Ensures equal access to clean energy information and resources across diverse communities, 2) Supports Tribal Nations in leveraging traditional ecological knowledge for energy solutions, 3) Addresses unique challenges of implementing clean energy in rural and underserved areas.



# Working Lands and Blue Economy Strategies

## What are the Working Lands?

Working lands are actively managed areas (public or privately owned) dedicated to agricultural, forestry or productive purposes that support economic activities related to food, fiber, and timber production.





# Working Lands Strategies

## Members of the Working Lands Strategy Discussions

- **Aerin Monroe**, Blue Lake Rancheria
- **Andrea Lancot**, Del Norte & Tribal Lands Community Food Council
- **Andy Barnett**, Rotary Club of Garberville
- **Ben Zumeta**, Old Growth Edible Landscapes
- **Brita Goldstein**, Green Diamond Resource Company, Buckeye Conservancy
- **Chris Howard**, Del Norte Board of Supervisors, Alexandre Family Farms
- **Christy Prescott**, US Forest Service, CalForest WRX Alliance
- **Clarke Stevenson**, The Watershed Center, CalForest WRX Alliance
- **Conner Hackett**, Six Rivers Initiative, Ferndale Farms
- **Devon Boer**, Mendocino Farm Bureau
- **Eileen Russell**, Mendocino Redwood Company, Humboldt Redwood Company
- **Fawn Scheer**, Helianth Partners
- **Fae Comiskey**, Collective Agency
- **George Schmidbauer**, North Fork Lumber, CalForest WRX Alliance
- **Hilary Bass**, Collective Agency
- **Iya Mahan**, Del Norte & Tribal Lands Community Food Council
- **Jeannie Fulton**, Humboldt County Farm Bureau, Redwood Region Logging Conference
- **Jeff Stackhouse**, UC Extension Agriculture and Natural Resources
- **Joseph Alexandre**, Alexandre Family Farms
- **Kevin Malone**, True North Organizing Network
- **Kristen Murphy**, Tribal EcoRestoration Alliance
- **Kyle Farmer**, MaGruder Ranch
- **Mary Anne Petrillo**, West Business Development Center
- **Matthew Gilbert**, Mendocino Wool and Fiber
- **Megan Kenney**, North Coast Growers Association
- **Michelle Wyler**, Community Alliance with Family Farmers
- **Mike Jones**, UC Extension Agriculture and Natural Resources
- **Portia Bramble**, North Coast Growers Association
- **Sam Lanier**, Pacific Crest Agriculture
- **Sarah McCann**, Agland Engineering Inc
- **Sarah Mora**, Humboldt Grassfed Beef
- **Sharyl McGrew**, Collective Agency
- **Tanya Horlick**, Institute for Sustainable Forestry
- **Thomas Nicholson Stratton**, Foggy Bottom Boys
- **Will Emerson**, Northern Mendocino Ecosystem Recovery Alliance



# Working Lands Strategies

## Vision:

The Redwood Region stands as a global leader, innovating circular natural resource and agricultural economies rooted in tradition to cultivate regenerative ecosystems that yield enduring health, wealth, and climate benefits for a vibrant and diverse community for generations to come.



# Working Lands Strategies

## Industries included in the Working Lands

- Agriculture
- Animal husbandry
- Forestry
- Ecosystem Services
  - Forest rehabilitation
  - Fire prevention
  - Habitat restoration/enhancement
- Ancillary industries
  - Fiber production
  - Forest products & manufacturing
  - Food distribution & hubs





# Working Lands Strategies

1. Expand and integrate markets
2. Build collective capacity
3. Enhance workforce and community resilience



# Working Lands Strategies

## Working Lands Strategy #1: Expand and integrate markets

Enhance the region's ability to create and sustain businesses, industries, and quality jobs by expanding and integrating markets for food, fiber, and forest products.

- **Enhance Agricultural and Forestry Production**
- **Develop Value-Chains**
- **Conduct Marketing Campaigns**



# Working Lands Strategies

## Working Lands Strategy #2: Build Collective Capacity for Impact

Empower individuals, organizations, and communities to collaborate effectively towards common goals, fostering a culture of trust, transparency, and inclusivity.

- **Build Sector Table Capacity**
- **Develop Strategic Partnerships**
- **Champion Advocacy**





# Working Lands Strategies

## Working Lands Strategy #3:

### **Enhance Workforce and Community Resilience**

Enhance the capacity of the workforce, community, and natural ecosystem to adapt to challenges and changes in the environment, economy, and society.

- **Develop and Engage Workforce**
- **Enhance Resilience and Adaptation**



# Blue Economy Strategies

## What is the Blue Economy?

“The Blue Economy is sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of the ocean ecosystem.”



# Blue Economy Strategies

## Members of the Blue Economy Strategy Discussions

- **Alec Dompka**, UC Cooperative Extension
- **Andrea Lanctot**, Del Norte & Tribal Lands Community Food Council
- **Anna Macken**, County of Mendocino
- **Anna Neumann**, Noyo Harbor District
- **Ashley Vellis**, Ashley's Seafood
- **Benjamin Rickelman**, County of Lake
- **Chris Mikkelsen**, Humboldt Harbor District
- **Conner Hackett**, Six Rivers Initiative
- **Elias Henderson**, Noyo Center for Marine Science
- **Gregg Foster**, Redwood Region Economic Development Commission Humboldt
- **Haerah Baird**, North Coast Opportunities
- **Hilary Bass**, Collective Agency
- **Jami Miller**, Sea Grant Fellow
- **Julia Dunn**, Interim Director: Earth Equity
- **Josh Mims**, Sea to Market Project
- **Kristen Murphy**, Tribal EcoRestoration Alliance
- **Lindsay Dailey**, Tribal EcoRestoration Alliance
- **Linda Francis**, Noyo Center for Marine Science Advisory Board
- **Mary Anne Petrillo**, West Center
- **Megan Kenney**, North Coast Growers Association
- **Michael Kraft**, Consultant-California Fishermen's Resiliency Association
- **Paloma Patterson**, West Center
- **Patty Bruder**, North Coast Opportunities
- **Rick Zechman**, Cal Poly Humboldt Aquaculture
- **Rob Holmlund**, Humboldt Harbor District
- **Robby Bruce**, Noyo Center for Marine Science Board Member
- **Ross Welch**, Arcata Economic Development Corporation
- **Sarah McCormick**, City of Fort Bragg
- **Scott Adair**, County of Humboldt
- **Sheila Seamans**, Noyo Center for Marine Science
- **Swan Asbury**, City of Eureka
- **Timothy Karas**, Mendocino College





# Blue Economy Strategies

## Vision:

The Redwood Region is poised to become a global leader in rural regenerative blue economies. To achieve this, we will form a collaborative network of partnerships to advocate for policy and investment, drive innovative technologies, revitalize infrastructure, create robust and expanded markets, and advance ocean/water research.



# Blue Economy Strategies

## Industries included in the Blue Economy:

- Commercial fishing
- Aquaculture
- Marine Research
- Seafood processing and distribution
- Maritime transportation
- Coastal Tourism



# Blue Economy Strategies

1. Champion advocacy
2. Expand markets
3. Advance ocean research
4. Drive innovation





# Blue Economy Strategies

## **Blue Economy Strategy #1: Champion Advocacy**

Advocate for policy changes, streamlining permit processes, and economic investments for infrastructure.

- Form coalitions and alliances with local, state, and federal legislators to garner awareness of our region's initiatives.
- Send representation from our region to be at the table in Sacramento on related policy discussions.
- Advocate for funding opportunities from government grants, private investors, private academic institutions, and philanthropic organizations.
- Develop communication materials and talking points for legislature on issues impacting our specific region.
- Host forums, seminars, and workshops to educate partners and the public on the benefits of our blue economy initiatives.
- Advocate on behalf of policies that support equitable access to fresh food, including initiatives for low-income communities.



# Blue Economy Strategies

## **Blue Economy Strategy #2: Expand Markets**

Expand markets for commercial fishing, invest in local working harbors to ensure a diverse range of services can flourish

- Establish more direct-to-consumer sales channels that work locally and regionally.
- Invest in infrastructure like cold storage facilities, processing plants, and distribution networks to streamline the supply chain and ensure product quality.
- Develop regional marketing strategies to promote the unique selling points of locally sourced seafood and fresh food products.
- Secure contracts with local restaurants, hotels, schools, and hospitals to incorporate regional seafood and fresh food into their menus.
- Explore partnerships with retailers and wholesalers to expand market reach beyond the local region.



# Blue Economy Strategies

## **Blue Economy Strategy #3: Advance Ocean/Water Research**

Expand research to enhance understanding of ocean ecosystems, local waterways, and lakes

- Establish regional partnerships with local research institutions, universities, and marine science organizations to facilitate collaborative research projects.
- Secure funding for research initiatives through grants, government programs, and private donations.
- Focus research efforts on key areas such as sea level rise, climate change adaptation, disaster preparedness, and economic analyses of blue economy sectors.
- Create an entrepreneurial accelerator/incubator that combines the best research, technology and business practices to develop new products and services.
- Engage local partners, including fisherfolk, indigenous communities, and environmental groups, in participatory research processes.
- Disseminate research findings through publications, conferences, workshops, and outreach programs to inform policy decisions and public awareness.





# Blue Economy Strategies

## **Blue Economy Strategy #4: Drive Innovation**

Develop innovative technology solutions that contribute to the circular economy and economic resilience.

- Leverage Humboldt wind and aquafarming initiatives to benefit the region.
- Implement technology solutions like a fisherman app for traceability and transparency in the supply chain.
- Invest in technology and infrastructure for data collection, monitoring, and analysis of oceanic and coastal environments.
- Bring commercial fishing and researchers together with tech to enable the ability to collect real time ocean data.



# Let's Review!

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and use code 7188 6043





# Recapping Next Steps

*Watch our Video Update  
[bit.ly/rise-update](https://bit.ly/rise-update)*

- **Incorporating RRRISE Collaborative feedback: now–mid Sep**
- **Submit Regional Roadmap: Sep 30**  
*– end of Planning Phase –*
- **Public Comment Period: Sept 30–ongoing**
- **Disseminate & Present Regional Roadmap: Sept 30–ongoing**
- **Incorporate Public Comments: Oct–ongoing**

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





# Questions?

Reach out to Regional Convener:  
The California Center for Rural Policy,  
Cal Poly Humboldt  
[ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)

