



# REDWOOD REGION RISE

**RESILIENT INCLUSIVE SUSTAINABLE ECONOMY**

**Update on the Community Economic  
Resilience Fund (CERF) Planning Process**

August 23 and 25, 2022





# WELCOME! WHO IS PRESENT TODAY?

Please share your name and organization in the chat.





**TODAY'S GOALS:**  
**CERF PROGRAM REQUIREMENTS**  
**OUR REGION'S PROPOSED PROCESS**  
**TIMELINE FOR NEXT STEPS**  
**WAYS TO STAY ENGAGED**



# Community Economic Resilience Fund

\$600M American  
Rescue Plan Act  
allocation moved to  
State General Fund

## Economic Challenges:

- Uneven recovery from pandemic
- Impacts of climate change on water and wildfire management
- Limited access to jobs in emerging industries
- Disproportionate representation of BIPOC peoples in low wage work
- Community disinvestment

## CERF Policy Goals:

- Economic equity
- Sustainable and resilient regional economies
- Carbon neutrality



# **PROGRAM GOALS**

## **Community Economic Resilience Fund**

### **Purpose**

Build an equitable, sustainable and resilient regional economy as CA transitions to carbon neutrality.

### **Strategy**

Regional economic development to support equitable access to quality jobs.

- Industry led by **employers and workers** – start with the jobs and build pathways into careers.
- Build collaborative, problem-solving partnership structures.
- Center voices from affected communities.



# **PROGRAM STRUCTURE**

## **Community Economic Resilience Fund**

### **CERF Rolls Out in Two Phases**

#### Planning Phase 1: 10/22 – 6/24

- Form an inclusive planning leadership group.
- Use a decision-making process that shifts and shares power.
- Develop a regional plan based on data and community knowledge.
- Identify projects for funding.

#### Implementation Phase 2: TBD

- Projects recommended in planning phase.
- Program guidelines released Fall 2022.



How we  
reached this  
milestone:  
**CERF Planning  
Network  
forms.**

**Winter 2021-2022: CERF Planning  
Network begins to meet.**

Diverse stakeholders from Del Norte,  
Humboldt, Mendocino and Lake Counties.

- About forty-five organizations attend.

**May 2022: Nominating Committee forms.**

Smaller group agrees to gather nominations:

- Help prepare the CERF proposal.
- Invite required stakeholders to join leadership group (High Road Transition Collaborative).

**State releases CERF Notice of Funding May  
26, 2022.**



How we  
reached this  
milestone:  
**Organizations  
selected to lead  
planning  
prepared CERF  
proposal.**

### **CERF Support and Proposal Writing Team**

CERF requires a Fiscal Agent and Regional Convener to support the Collaborative, planning process and community engagement.

**Fiscal Agent** = Arcata Economic Development Corporation (AEDC)

**Regional Convener** = California Center for Rural Policy (CCRP)

**Outreach and Engagement** = North Coast Opportunities (NCO)

**CERF Planning Network meets in June and July to provide input on proposal.**

**Proposal successfully submitted July 25<sup>th</sup>.**





## Our Mission:

- Support data-driven decision making and strategic planning to improve community health and well-being;
- Provide evaluation and research to support continuous quality improvement in projects and systems;
- Highlight innovative programs and collaborative efforts in rural communities;
- Deepen efforts that promote system and policy change.

## Our History:

- In 2005, CCRP was established by a diverse group of community members from four Northern California counties (Del Norte, Humboldt, Trinity, and Mendocino) who were concerned about the quality of life for rural people in Northern California.





*Celebrating 50 years of Community Action • 1968-2018*



A Community  
Action Network  
Member, serving  
Mendocino and  
Lake Counties

Mission:  
Strengthening Communities  
Through Local Action

Vision:  
Healthy and safe communities with  
equitable opportunities for all!

## Key Values and Goals:

- Honor Justice, Equity, Diversity, and Inclusion
- Become a Community Leader in addressing Climate Change
- Strengthen Communities through Advocacy, Engagement and Services
- Training and Educational Opportunities to Increase Resources and Self-sufficiency

## CERF Centered Partners:

- Redwood Community Action Agency
- True North Organizing Network
- Community Based Organizations and Grassroots Leaders





# Arcata Economic Development Corporation:

## Fiscal Agent

- Provide **loans and support to** entrepreneurial, innovative business and community projects that promote the economic prosperity in the CERF region.
- Spur economic development through **job creation, creation of new businesses, retention or expansion of existing businesses** by providing commercial loans to businesses who might not be eligible to get funding through traditional sources.
- Run **community programs and training** that help build individual and community wealth, leadership skills and regional partnerships.



# CERF Phase I Plan: Proposal Requirements

## **Concept Proposal**

- Vision for initial leadership group (High Road Transition Collaborative)
- What we know about the regional economy now

## **Outreach and Engagement Plan**

- Methods to inform, engage, empower stakeholder participation
- Methods to offer orientation, training, support

## **Partnership Agreement Letter**

- Proposed governance/decision-making structure for initial leadership group
- Signatures

# Redwood Region RISE: Vision and Goals

**VISION:** In the next decade, the Redwood Coast Region will become a vibrant, regenerative economy catalyzed by the implementation of community-driven innovations and collaborative governance.

**GOALS:** Align existing plans and develop projects to:

Build economic development capacity to maximize opportunities for growth and effective implementation of projects.

Create an inclusive and equitable regional economic plan aligned with existing plans and informed by data, community participation and community priorities.

Increase diversity of the regional workforce employed in high road occupations by ensuring training and pathways to flourishing-wage careers for people historically under-represented in growth sectors.

Identify funding opportunities driven by stakeholder participation in decision-making for priority projects.



# Redwood Region RISE: Our Economy

HISTORY BASED IN  
NATURAL RESOURCE USE  
AND AGRICULTURE.

2021 TARGETS OF  
OPPORTUNITY STUDY  
FOUND FUTURE GROWTH  
HAPPENING IN:

Diversified Health Care

Management and Innovation  
Services

Building and Systems  
Construction;

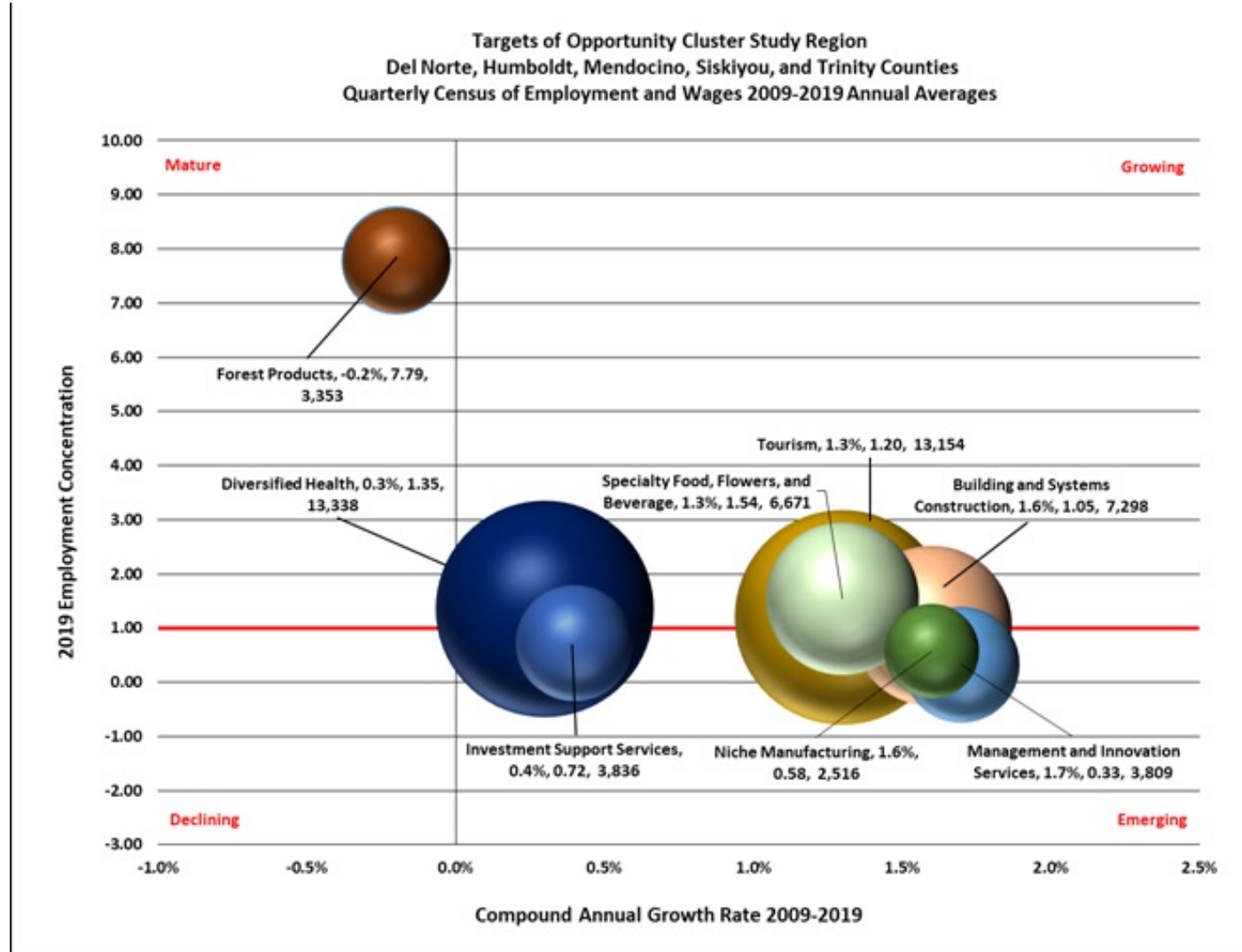
Specialty Food, Flowers, and  
Beverage;

Tourism;

Investment Support Services;

Forest Products; and

Niche Manufacturing.



# Redwood Region RISE: Our Economy

## **New and Emerging Projects:**

**Blue Economy:** The Noyo Harbor Ocean Science Center and Multi-modal project; Seawater Intake Project; The Georgia Pacific Mill Site redevelopment planning; Nordic Aquafarms; Klamath Dam removal and habitat restoration.

**Green/Regenerative Economy:** Blue Lake Rancheria microgrid; Humboldt Bay for off-shore wind development; CORE Hub goal to make the Region “the first proven carbon sequestering rural area by 2030;” CA Strategic Growth Council Regional Climate Collaboratives.

**Broadband:** Lake County Broadband Master Plan; world’s longest subsea cable coming to Humboldt County in 2023. In Mendocino County, Fort Bragg has municipal broadband, and is planning more projects to expand access.

**Arts, Leisure, Tourism:** Lake County Tourism Improvement District and joint Recreation District. The Great Redwood Trail connecting San Francisco and Humboldt Bays; Mendocino County projects and Fort Bragg Performing Arts Center and Industrial Arts Center.



# Redwood Region RISE: Our Communities

## **The State requires a focus on including disinvested communities:**

- Identified as disadvantaged by the CA EPA
- Income at or below 80% of statewide median household income or low income by Dept. of Housing and Community Development
- High poverty area and high unemployment area by GoBIZ California Competes Tax Credit Program

## **Important Groups in Our Region:**

- Seniors
- Opportunity Youth
- Tribal Communities
- Farmworkers
- BIPOC peoples

# Redwood Region RISE Proposed Outreach Plan

## Strategy 1: Communicate a cohesive, transparent regional message.

- Interactive regional web-based platform, linguistically and ADA accessible
- Transparent feedback loop that centers cross-regional community voices and the Redwood Economic Collaborative (REC)
- Multilingual community survey processes to improve participation and address barriers

## Strategy 2: Develop support structures in each County.

- County specific leadership teams that mirror and support REC “team of teams”
- Provide meeting, training and other supports to grow local support and acknowledge the strengths and challenges of the entire region throughout the planning process
- Pair traditional economic development stakeholders with leaders from disinvested communities



# Redwood Region RISE: Outreach Plan

## Strategy 3: Address equity and overcome traditional power imbalances

- Train all stakeholders to incorporate Justice, Equity, Diversity and Inclusion practices; understand Tribal sovereignty and cultural humility; and consider traditional knowledges in climate change strategies
- Fund trusted CBOs and grassroots organizations to outreach and meaningfully engage residents with local and regional planning tables; formalize participation and governance processes
- Assure each County specific leadership team is led or co-led by a trusted local organization working with populations historically excluded from planning and economic development processes.

# Redwood Economic Collaborative: Proposed Consensus Governance

The Redwood Economic Collaborative will form work groups focused on CERF Goals.

The Collaborative will be led by a Steering Committee formed by 2 nominees from each work group.

A Review Caucus comprised of BIPOC members will advise on policy, strategy, inclusion.

Every County will form a Local Leadership Team.

Local Leadership Teams will be co-led by an organization or member from a disinvested community.





# Redwood Region RISE Initial Redwood Economic Collaborative

## Labor:

- Operating Engineers #3
- Building and Construction Trades Council of Humboldt and Del Norte Counties

## Employers/Business Assn:

- Adventist Health
- Noble Vineyard Management
- Del Norte Chamber of Commerce
- Lake County Chamber of Commerce
- North Coast Small Business Development Center
- Chamber of Commerce Mendocino
- Chamber of Commerce Ukiah
- Visit Mendocino

## Grassroots/Community:

- True North Organizing Network
- Centro del Pueblo
- Laytonville Family Resource Center
- Hope Rising

## Tribal:

- Blue Lake Rancheria
- Redwood Valley Little River Band of Pomo Tribe

## Government:

- Del Norte County Board of Supervisors
- Humboldt County Economic Development Division
- City of Fort Bragg
- City of Ukiah
- Mendocino County Resource Conservation District
- Mendocino County Board of Supervisors Economic Development Committee

## Philanthropy:

- Humboldt Area + Wild Rivers Community Foundation
- Community Foundation of Mendocino County

## Education/Training:

- Cradle to Career Collaborative Humboldt
- Mendocino Community College
- Mendocino County Superintendent of Schools
- Mendocino/Lake Adult and Career Education (ACE)

## Workforce Entities:

- Northern California Indian Development Council
- Smart Workforce; Workforce Alliance of the North Bay

## Environmental Justice:

Mid-Klamath Watershed Council  
Environmental Protection Information Center

## Economic Development:

- Redwood Region Economic Development Commission
- City of Crescent City Economic Development
- Lake County Economic Development Commission
- West Business Development Center
- Economic Development & Financing Corp

## Worker Centers:

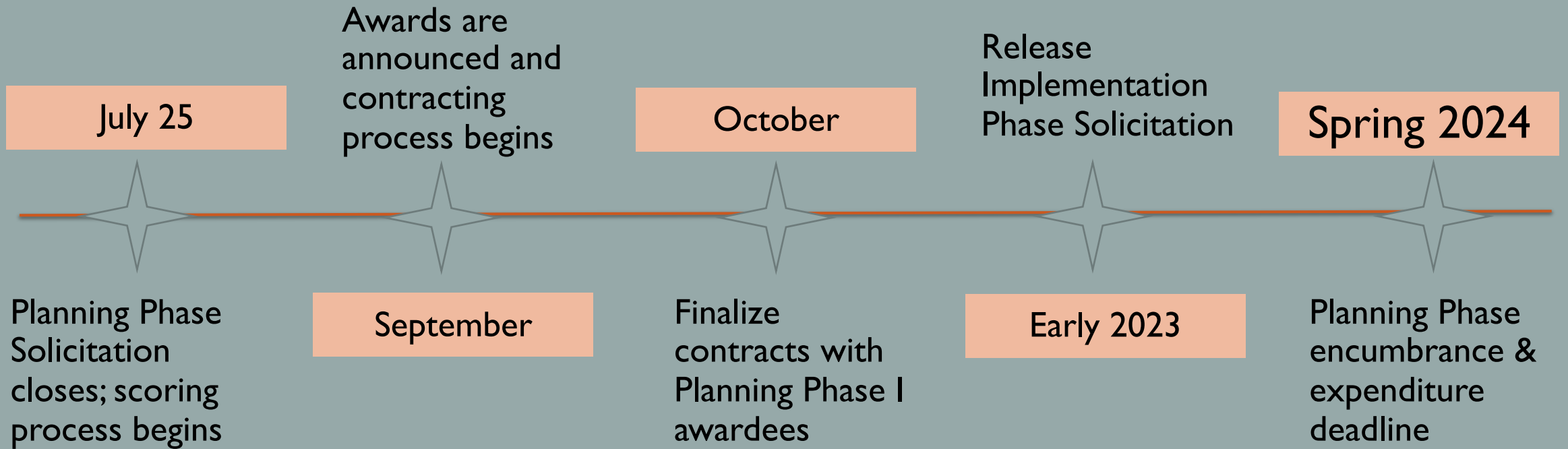
- North Coast Opportunities
- Cooperation Humboldt
- Mendocino County Farm Bureau

## Disinvested Community:

- Building Black Community
- UVA : Vecinos en Acción
- Periodico Al Punto

- Queer Humboldt
- Arts Council of Mendocino County

# CERF Planning Timeline





# Redwood Region RISE Resources

## Information about the Community Economic Resilience Fund

State website: <https://opr.ca.gov/economic-development/just-transition/cerf.html>

Subscribe to email lists: <https://opr.ca.gov/e-lists.html>

## Information about Redwood Region RISE

Redwood Region RISE project site coming soon!

West Center website: <https://www.westcenter.org/economic-development/redwood-coast-cerf/>

Questions? Contact CCRP: [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu); (707) 826-3400

## Redwood Coast Region Economic Development Summit 9/22-9/23

<https://www.aedc1.org/redwood-coast-region-economic-development-summit>





A photograph of a dense forest with tall, thin trees. Sunlight is filtering through the canopy, creating a bright, hazy effect in the center. The trees are mostly deciduous with green leaves. The word "Discussion" is overlaid in white text at the bottom center.

# Discussion