

REDWOOD COLLABORATIVE PLANNING NETWORK

CERF Proposal Planning
June 30, 2022



Group Goal: Prepare CERF proposal by July 25.

Today's Purpose: Confirm HRTC membership and source data for proposal.



Greetings and Introductions



Update on HRTC Membership Recruitment

Nominating Committee Activities



Proposal Data Requirements

Required Analyses
Community Expertise



Confirming HRTC Membership

Additional Nominees
Partnership Agreement



Work Plan

Meeting Schedule
Proposal Work Plan

CERF Phase I Plan: **Proposal Requirements**

Concept Proposal

- Vision for initial leadership group
- What we know about the regional economy now

Partnership Agreement Letter

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

Outreach and Engagement Plan

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

UPDATE: Redwood Collaborative Nomination Process

Purpose: Identify organizations that **must** be represented on the Redwood Economic Collaborative (the HRTC).

- Labor organizations.
- Employers, businesses, and business associations.
- Grassroots and community-based organizations, community organizers, and community members.
- Government agencies.
- Economic development agencies.
- Philanthropic organizations.
- Education and training providers.
- Workforce entities
- Environmental justice organizations.
- Worker centers.
- Disinvested communities.
- California Native American Tribes.
- Other regional stakeholders capable of contributing to the success of the project.

UPDATE: Redwood Collaborative Nomination Process

One or two people on the Nominating Committee from each county:

- review the tracking spreadsheet
- identify remaining openings in each category
- add nominations from their county to the spreadsheet with an equity lens
- recruit nominees using consistent messaging/materials

Once the nominee agrees, they are **appointed** with no further discussion.

- If a nominee doesn't agree, invite participation in planning process
- Move to next organization on list

Goal: representation from each county in each of the 13 categories.

Proposed Structure for Initial Leadership Group

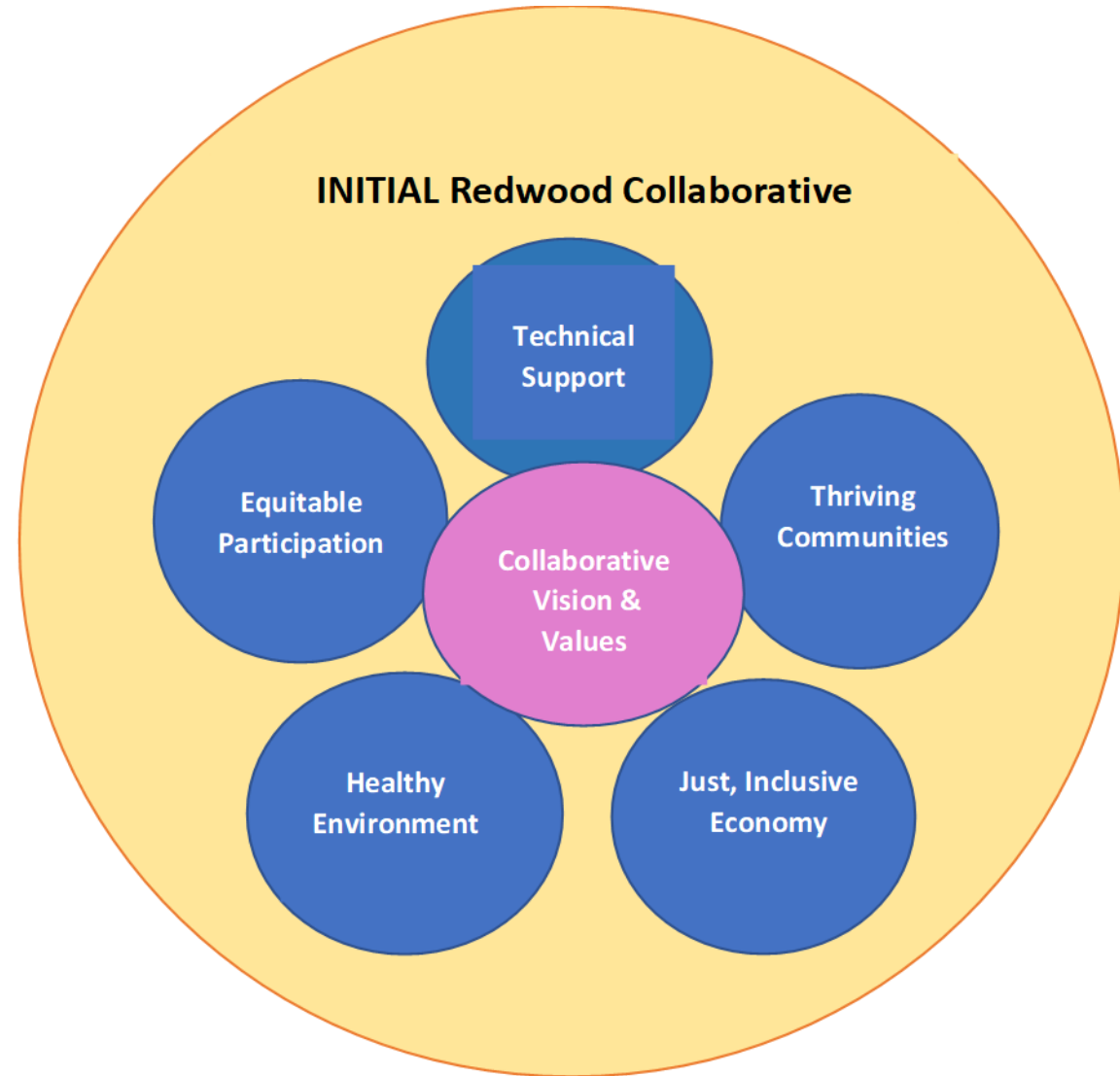
Team of Teams

Initial Leadership Task:

Ensure community participation in planning effort.

Teams focus on important topics to include in the regional plan.

Teams invite wider community participation in planning.



Partnership Agreement Letter

One letter that spells out agreements of all organizations on the Redwood Economic Collaborative.

- Commitment to support CERF goals
- Describes Governance Structure of Collaborative
- Describes decision-making process

Separate signature page from each organization's representative

- Why/how the organization offers equitable representation

Governance Structure: Proposal Requirements

Captures diversity of the region

Commitment to shared authority
and responsibility

Commitment to shifting power

Democratic, participatory
decisions

Proposed Sociocratic Governance Structure

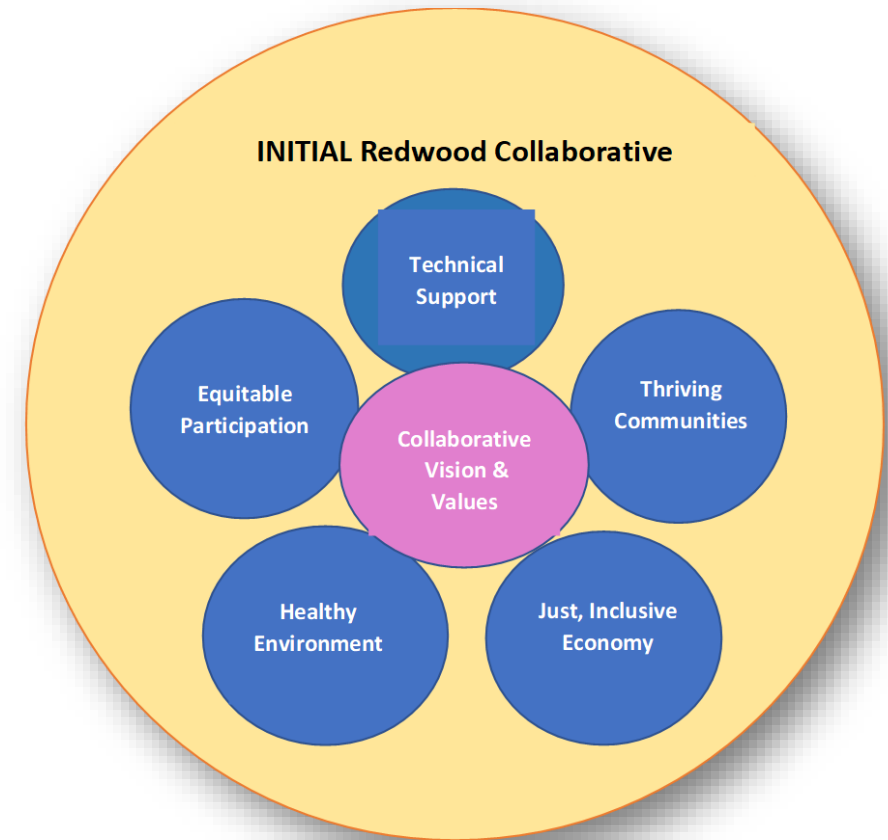
Team of Teams

Work is organized into domains.

Each domain has clear description of authority and responsibilities.

Domain teams have high degree of autonomy.

- Team makes decisions on how work is done (e.g., sub-groups, individuals)
- Smaller groups encourage listening, relationships, trust, collaboration.



Sociocratic Governance Supports Consensus Process

Opening Out: Share needs, concerns, desires, emotions.

Discussion: Explore ideas. Be curious, listen closely, try to understand others' needs and concerns.

- Ask questions, gather information.
- Facilitate the discussion in rounds so all voices are heard.

Synthesis: Find common ground and build proposals weaving together different ideas.

- Proposals should address fundamental needs and key concerns.



CERF Redwood Coast Region

How do we tell our story using data?

CERF Prep Session 6/30/22

California Center for Rural Policy

Today's Goals:



- ❖ Understand data and analysis needs for the July 25th proposal deadline. Crowd source resources and expertise from our community leaders.
- ❖ Address our region's unique data culture, identify constraints and brainstorm solutions together.
- ❖ “Groundtruth” some of the narratives emerging from the data- is this our story?

From the Call:

1. Explains the relevant dynamics in the CERF Region that the HRTC will be navigating, including the following:
 - Identifying major industries, economic shifts, challenges and opportunities related to shared economic growth and prosperity.
 - Identifying major economic development projects or initiatives that have impacted or continue to impact communities and industries in the region.
2. Identifies complementary economic development or planning processes ongoing in the CERF Region and possible areas of collaboration or integration with CERF.
1. Describes how the HRTC will address geographic equity and ensure participation from and collaborative decision-making with disinvested communities.

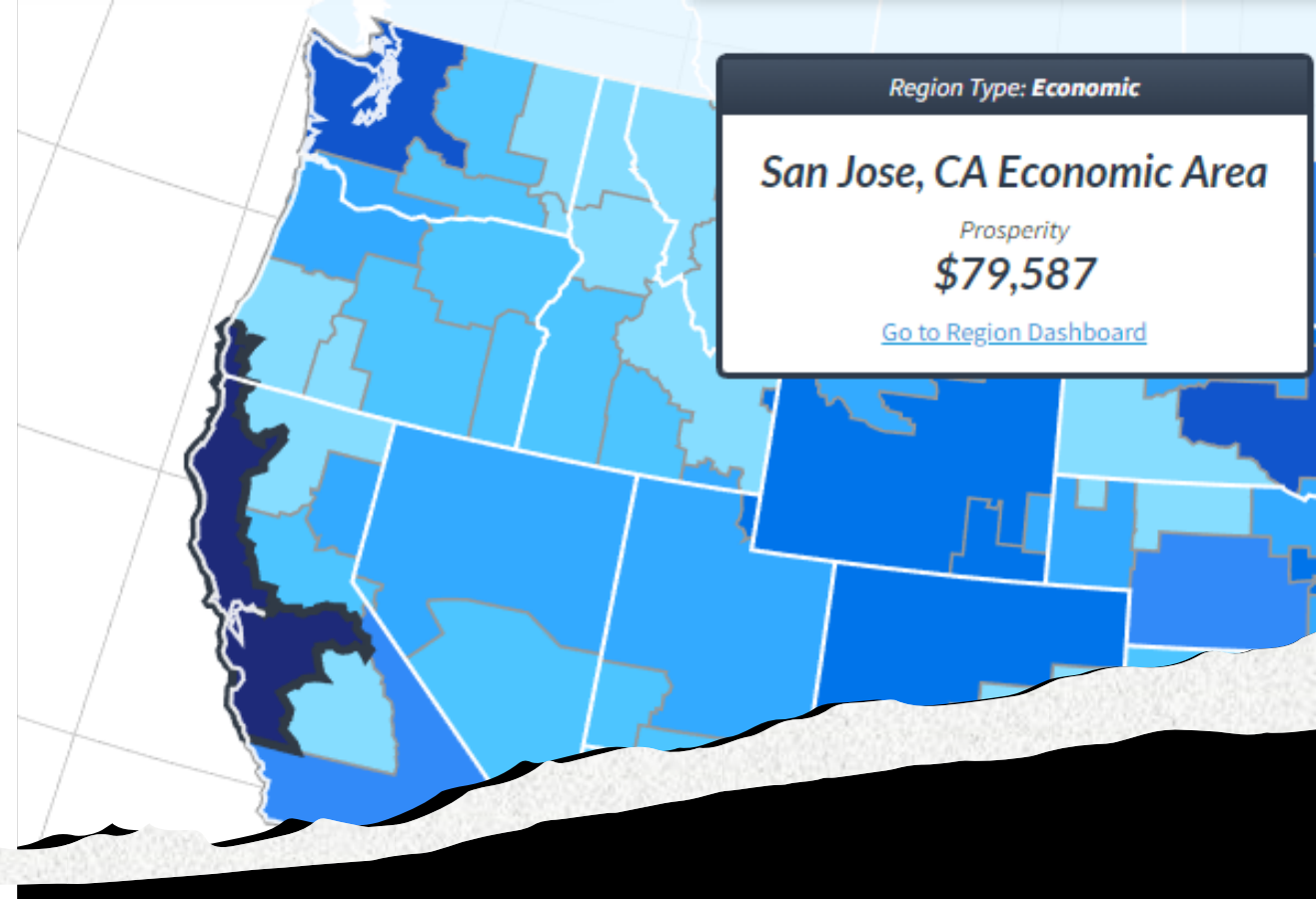
From the Call:



“Successful applications must use a combination of quantitative and qualitative supporting data as applicable from a variety of reliable sources that demonstrate the socio-economic, climate, and community-wide factors that inform the application...

...relevant data sources include the EDD LMID, BLS, local surveys...consultation with industry associations, local jurisdictions, or mandatory and non-mandatory partners...use local data sources that illustrate the experience of individuals and specific communities, local news articles or social media groups, data from interviews, focus group sessions, or surveys...”

California's 15 Labor Regions Source: CWDB



- Doesn't exist.
- Can't disaggregate to relevant unit or population.
- Biases against marginalized, remote communities-frequently researched but still "data poor".

Rural data constraints

Industry Clusters

	Del Norte	Humboldt	Lake	Mendocino
Target or Predominant Clusters	71% of jobs are concentrated in five sectors – health care, prisons, government services, retail/tourism, and education	Diversified Health Care, Specialty Food, Flower&Bev, Building&Systems Construction, Investment Support Services, Mgmt&Innovation Services, Niche manufacturing	Health, Agriculture, Government, Tourism, Educational Services, Retail Trade	Government, Health Care, Social Assistance, Retail Trade, Farm/Forestry, Tourism
Emerging priority Industries	Leisure/hospitality, Healthcare (fastest job growth, with 20.7% and 27.8%, respectively)	“Alternative Agriculture”, Green Energy	Agri-Tourism, Alternative Energy	Green and Blue Economy, Tourism, Instruments and Medical

Industry Clusters

**Real* Gross Domestic Product Growth by Major NAICS
Mendocino County, 2018 and 2002-2018**

Major Industry	2018 Growth				Aver Ann Growth Rate
	Growth Rate	CC ³	National Growth Rate	⁴ Local - National Growth	
Agriculture, forestry, fishing, and hunting	49.37	1.83	2.98	46.40	8.9
Mining	-11.36	-0.03	0.16	-11.52	13.1
Utilities	-3.71	-0.03	-0.34	-3.36	5.0
Construction	5.13	0.26	2.32	2.80	-1.4
Manufacturing	1.44	0.12	4.11	-2.67	-0.9
Wholesale Trade	-7.42	-0.29	1.11	-8.53	4.1
Retail Trade	2.70	0.30	3.18	-0.47	0.1
Transportation and Warehousing	1.42	0.02	3.58	-2.16	-0.2
Information	16.24	0.30	7.74	8.49	4.6
Finance, insurance, real estate, rental, and leasing	-10.74	-2.01	1.74	-12.48	1.6
Professional and Business Services	4.42	0.43	5.73	-1.31	5.0
Educational services, health care, and social assistance	3.23	0.31	2.78	0.44	2.1
Government and Government Enterprises	-0.68	-0.02	3.30	-3.98	-1.0
Federal Civilian	0.49	0.08	0.84	-0.35	-0.2
Gross Domestic Product	0.90	0.90	2.92	-2.02	0.8

3 CC (Component Contribution) - Each industry's individual contribution to the total growth of gross domestic product in Mendocino County.

**Real* Earnings Growth by Major NAICS Industry
Mendocino County, 2020 and 2002-2020**

Major Industry	2020 Growth				2002-2020 Growth			
	Growth Rate	CC ³	National Growth Rate	⁴ Local - National Growth	Average Annual Growth Rate	CC ³	National Average Annual Growth	⁴ Local - National Annual Growth
Farm Earnings	78.95	1.19	55.74	23.21	43.72	0.08	4.29	39.43
Construction	-0.04	0.00	0.34	-0.38	0.53	-0.02	1.55	-1.02
Manufacturing	0.62	0.04	-1.77	2.40	-1.39	-0.14	-0.34	-1.05
Wholesale Trade	6.77	0.15	-0.18	6.95	2.46	0.04	1.10	1.37
Retail Trade	2.50	0.26	2.09	0.41	-0.73	-0.12	0.73	-1.46
Finance and Insurance	0.78	0.01	6.02	-5.23	0.25	0.00	1.73	-1.48
Real Estate and Rental and Leasing	2.44	0.06	0.75	1.69	4.32	0.07	2.93	1.39
Professional, Scientific, and Technical Services	1.71	0.06	3.51	-1.79	0.17	0.00	2.91	-2.74
Management of Companies and Enterprises	11.94	0.08	-1.00	12.94	0.99	0.01	2.94	-1.94
Administrative and Waste Services	9.60	0.39	-0.38	9.98	3.55	0.12	2.49	1.05
Educational Services	-19.69	-0.10	-0.83	-18.85	3.95	0.01	3.57	0.38
Health Care and Social Assistance	1.24	0.16	2.04	-0.80	2.92	0.32	3.04	-0.12
Arts, Entertainment, and Recreation	-52.59	-0.72	-29.32	-23.28	2.69	0.00	1.37	1.32
Accommodation and Food Services	-31.60	-2.20	-21.27	-10.33	0.30	-0.01	1.62	-1.33
Federal Civilian	9.02	0.09	3.63	5.39	1.19	0.01	2.07	-0.88
Military	-3.57	-0.01	3.38	-6.95	3.48	0.01	2.16	1.32
State Government	25.14	0.38	1.01	24.13	4.18	0.04	1.58	2.60
Local Government	-3.54	-0.65	0.27	-3.81	0.59	0.11	1.51	-0.92
Other/Suppressed Industries	-4.50	-0.64	-0.88	-3.62	U	U	U	
Total Industry Earnings	-1.43	-1.43	0.18	-1.61	0.61	0.61	1.71	-1.10

3 CC (Component Contribution) - Each industry's individual contribution to the total growth of earnings in Mendocino County.

Climate vulnerabilities, opportunities, and barriers to access in our region..

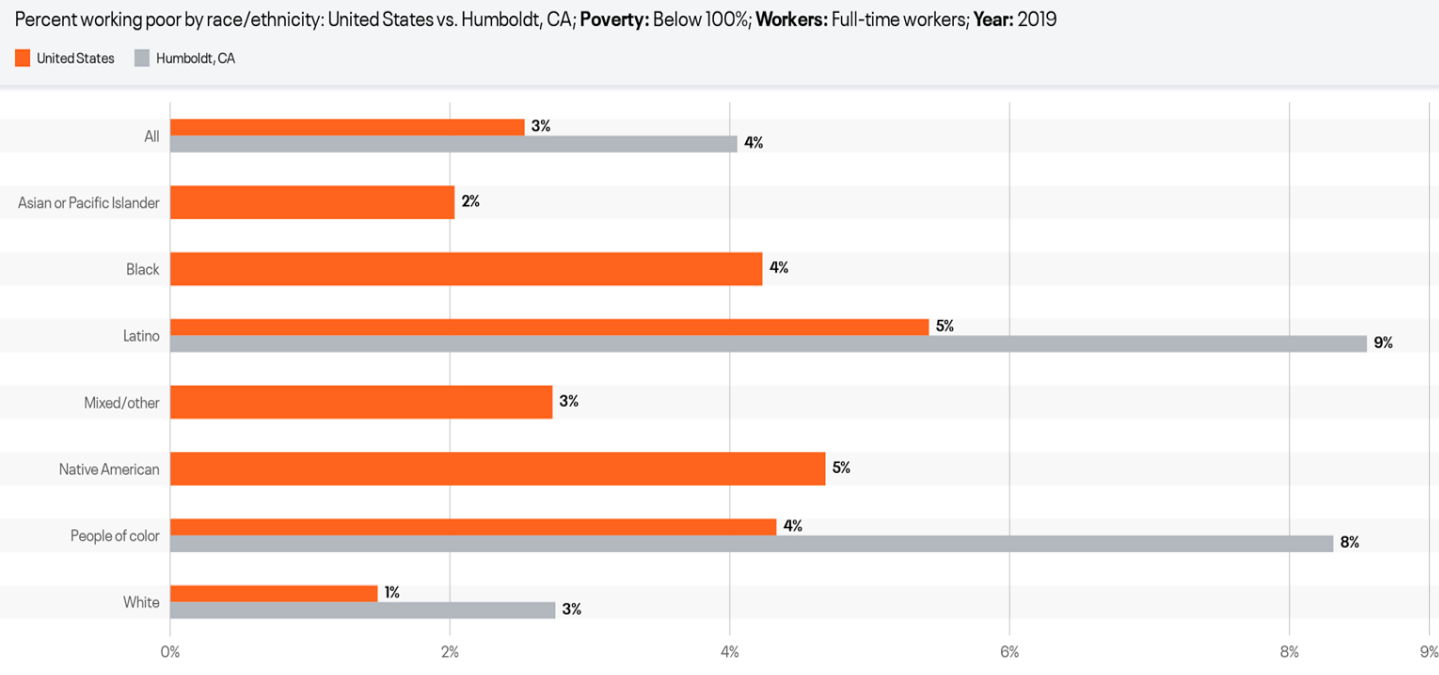
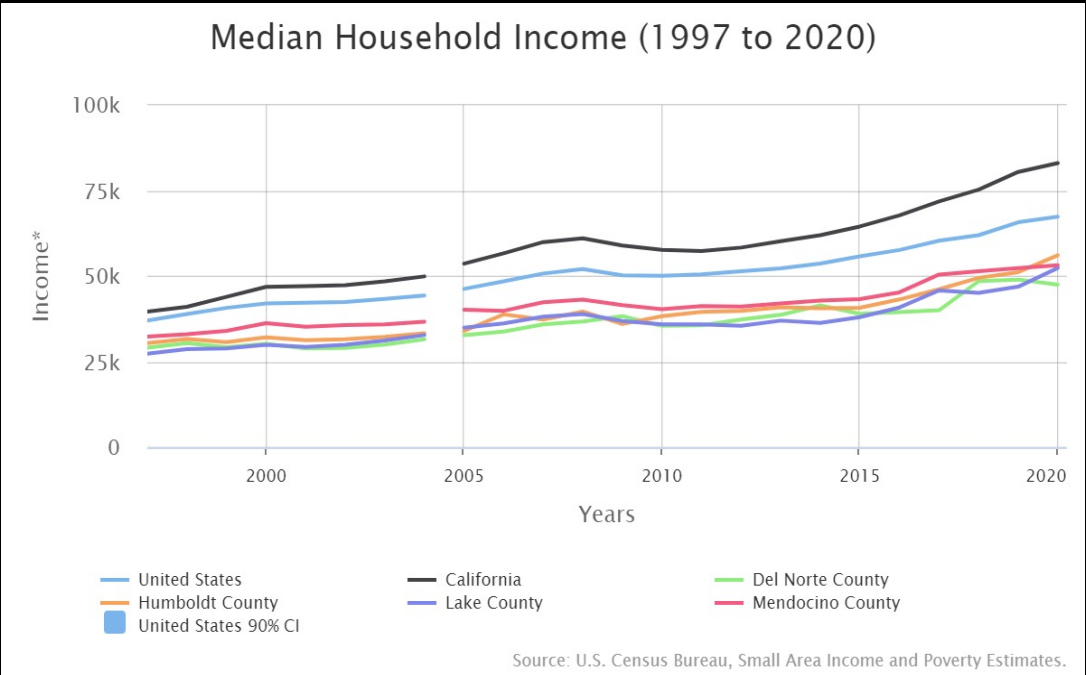
Wildfire, drought, sea level rise are the most cited vulnerabilities for our counties.

What industries and populations are most effected and what are the opportunity industries?

What are the barriers to accessing employment in these industries for disinvested communities?

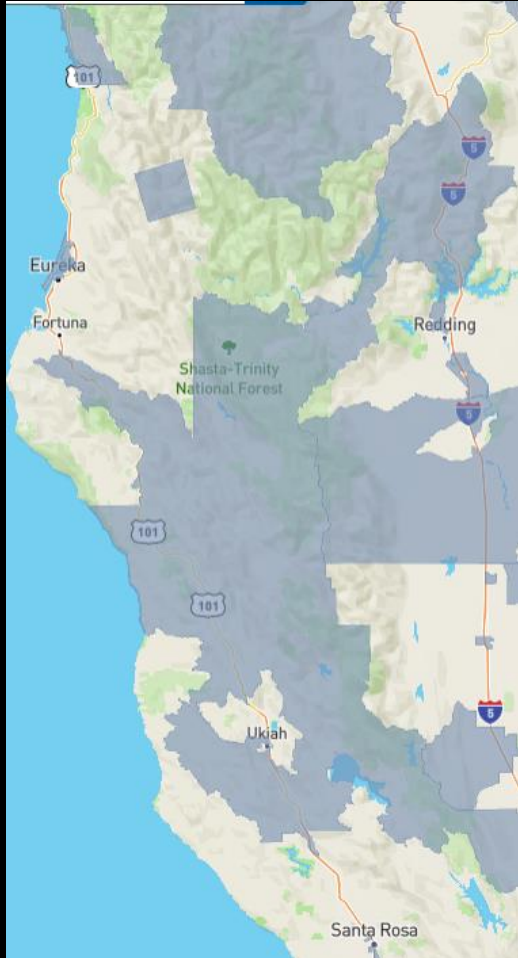
Disinvested Communities

	Unemployment	Median Income	% Poverty	Top Growth Sectors
Del Norte	4%	47,442	24%	Manufacturing(33%) Goods producing (29%), Logging (33%)
Humboldt	2.9%	56,071	20%	Farm (13%), State Gov (14%)
Lake	3.8%	52,345	21%	Non-durable goods (11%) Leisure &hospitality (10%) State Gov (10%)
Mendocino	2.9%	53,176	19%	Leisure&hospitality (14%), Other services (9%)

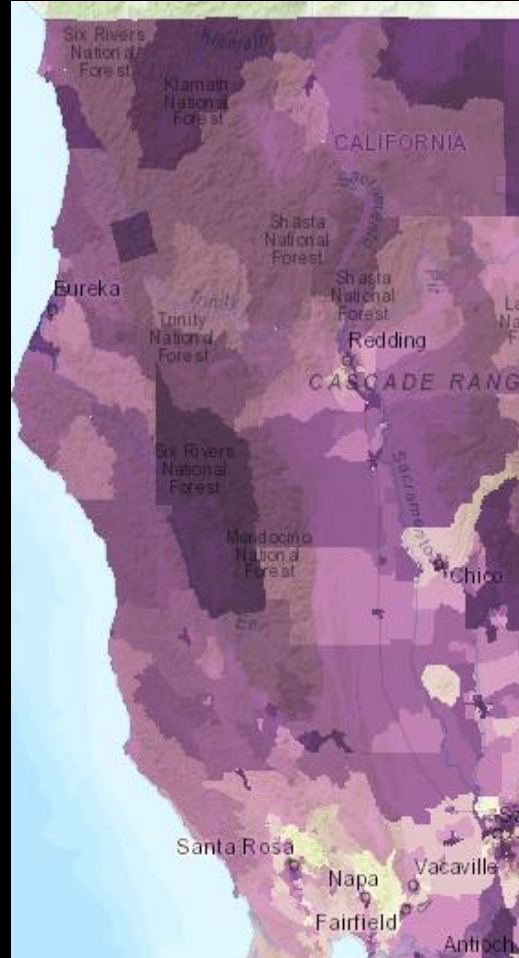


Sources: EDD (May 2022 employment projection)

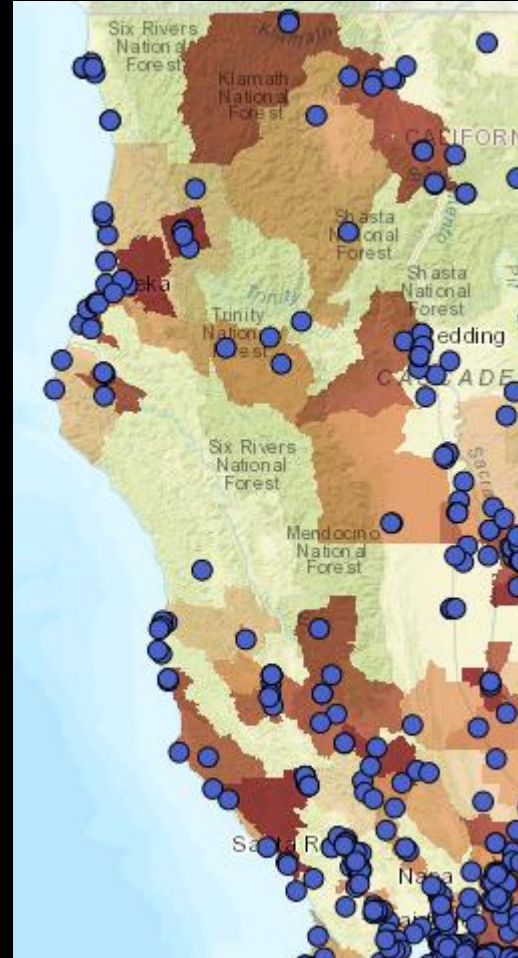
Disinvested Communities



Disinvested
Communities



Poverty Map



Clean-up sites



Healthy Places
Index

What we need your help with!

Please put your name in the chat if you can help us with this! We will reach out or convene a meeting to discuss with data partners...

- Identifying major economic development projects or initiatives that have impacted or continue to impact communities and industries in the region.
- Identifies complementary economic development or planning processes ongoing in the CERF Region and possible areas of collaboration or integration with CERF.

Redwood Collaborative Nomination Process: Tracking Spreadsheet

Organizations that **must** be represented on the Redwood Economic Collaborative (the HRTC).

- Labor organizations.
- Employers, businesses, and business associations.
- Grassroots and community-based organizations, community organizers, and community members.
- Government agencies.
- Economic development agencies.
- Philanthropic organizations.
- Education and training providers.
- Workforce entities
- Environmental justice organizations.
- Worker centers.
- Disinvested communities.
- California Native American Tribes.
- Other regional stakeholders capable of contributing to the success of the project.

Proposal Work Plan

Week of July 4th

- Continue to recruit members to Collaborative
- Finalize membership in Redwood Collaborative
- Final Partnership Agreement Letter

Week of July 11

- Collect signatures for Partnership Agreement Letter
- Meeting Friday July 15 2 – 3:30 pm
 - Proposal content overview

Meeting Hold: Wednesday July 20 1 – 2:30 pm