

REDWOOD COLLABORATIVE PLANNING NETWORK

Steps Toward a Successful CERF Proposal
July 15, 2022





Agenda

1. Review the main components of the proposal.
2. Share the final partnership agreement letter and discuss timeline for partners to sign.
3. Share big picture budget for the planning phase.



Ground Rules and Outcomes

Concept Proposal Sections

1. Vision and Goals:

- Build an equitable and sustainable economy to foster long term economic resilience and transition to carbon neutral economy.
- Produce a regional plan that supports a high-road economy, favors businesses that invest in their workforces, pay living wages and engage in env. sustainable biz practices.

2. ID Fiscal Agent and Regional Convener, why Regional Convener is best suited to rep Region, organization composition, proposed leadership and/or decision-making body:

- Emphasizes experience working on wide range of issues with regional organization: economic development but also health, housing, workforce development, access to broadband, childcare and other issues affecting rural northern California communities.

Concept Proposal Sections

3. Describes Applicants experience and ability to convene HRTC, history of engagement in economic development or community based planning processes and success working with diverse stakeholders towards actionable decisions:

- Survey work to support CEDS, cannabis industry equity assessments for three counties, convened Community Food Council, BHC initiative, creation of health career pathways, workforce analysis for counties and more!

Concept Proposal Sections

4. Explains the relevant dynamics in the CERF Region that the HRTC will be navigating, including the following:

- ID major industries, economic shifts, challenges and opportunities related to shared economic growth and prosperity.
- ID major economic development projects or initiatives that have impacted or continue to impact communities and industries in the region.

Thank you all for your input!

- Recent trends in ag sector, forestry, health care, leisure and hospitality..
- Noyo, Offshore wind, non-traditional forest products, aquaculture are some sustainable economic growth opportunities we are attracting and have implemented.
- Working within our comparative advantage, mainly in land and resource-based sectors, including recreation and leisure-based activities. Identifies commonalities across four counties and workforce needs that support multiple sectors.
- Challenges with growing sectors that pay higher wages ie financial services and skilled trades- broadband will present major opportunities.

Concept Proposal Sections

5. Explains how subregional or interregional efforts will be managed and how these efforts will connect to the regional strategy, if applicable.

Community partners with strong relationships in respective counties conducting outreach from the plan managed by regional coordinator (CERF HRTC/convener etc).

6. Identifies complementary economic development or planning processes ongoing in the CERF Region and possible areas of collaboration or integration with CERF

CEDS, CORE HUB, MOVE2020, Cradle to Career Pathways, Building Healthy Communities

Workforce development boards/WIOA, CEDS/Targets of opportunity

Technical assistance to entrepreneurs/technical training

Business incubators, Strategic Growth Hub

Climate related partnerships/emerging Regional Climate Collaboratives

Concept Proposal Sections

7. Lists preliminary metrics of success for the HRTC in line with CERF Planning Phase priorities and objectives.

- ID key investment areas and workforce development needs,
- Disinvested communities empowered and have shaped outcomes to their needs,
- ID enabling environment issues,

8. Provides a strategy for ensuring the sustainability of the HRTC into the implementation phase.

Participatory Budgeting ...with resources and support..

9. Describes how the HRTC will address geographic equity and ensure participation from and collaborative decision-making with disinvested communities.

Geographic representation, emphasis will be on human centered design and participatory budgeting to build trust, engagement and investment in planning process outcomes. Outreach process has identified needed stakeholders/rightsholders to ensure equity, commitment to removing barriers to participation and meaningful involvement in decision making.

Please Write In!

What would be the best result you could hope for from your participation?

Outreach and Engagement Plan Requirements

- Strategies and Methods to inform, engage and empower stakeholders
- Training and support to ensure meaningful participation on behalf of disinvested communities, organizations that serve disinvested communities and other lower-capacity organizations
- Ensure the Fiscal Agent, Regional Convener and HRTC members are able to engage with and support these communities and organizations in a way that acknowledges and overcomes traditional power imbalances
- Meaningfully engage community stakeholders and create culturally, linguistically, technologically and physically accessible participation

Outreach and Engagement 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 HRTC
 - Multilingual community survey processes to improve participation and address barriers
- Strategy 2: Develop subregional support structures in each County
 - County specific leadership teams that mirror and support HRTC “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

Outreach and Engagement 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 CERF planning; 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.

Please write in!

How might you support outreach to Disinvested Communities?

Partnership Agreement Letter: Two Parts

Part 1: Body of Proposal

Briefly outlines HRTC's vision, goals, governance structure, decision-making process

Part 2: Signature Page

Template signed by each organization joining Initial HRTC

Describes organization's role, services to community/ies in the region, especially disinvested communities, knowledge, experience and reason for being at planning table

Must be signed and returned by July 21.

Budget Overview – Up to \$5 Million

18 Months Beginning October 2022

AEDC: Fiscal Agent

\$500,000 for fiscal oversight and reporting requirements (or no more than 10% of the total award)

Considering subaward with RSG for accounting and audit support

Considering programmatic functions to support Regional Economic Development Summit, regional leadership program, regional fiscal literacy training

Total proposed so far:
\$4,128,000

CCRP: Regional Convener

\$750,000 in staffing supports: project leadership, facilitation, research analysis, documentation, training, and communication

\$150,000 for regional web-based platform and responsive technology

\$135,000 for HRTC stipends

\$200,000 for additional HRTC regional training needs / subject matter experts

Considering additional training and supports based on today's recommendations

NCO: Outreach & Engagement

\$704,600 for equity engagement leads
\$600,000 for local team support
\$460,000 for grassroots CBOs and intensive tribal and bilingual strategies

\$318,000 for local training, convening, and stipends

\$340,400 for program operations

Writing in subaward with NCO to support County specific leadership groups and grassroots funding distribution and oversight

Considering subawards w/ RCAA in Humboldt & True North for Del Norte

Next Steps

Proposal Writing Continues

Proposal Review:

- Draft shared by COB Monday
- Scored using rubric in SFP
- Comments returned by Wednesday 7/20

Final CERF Planning Network meeting July 20, 1-2:30 pm

Partnership Agreement Letters due 7/21

Proposal Submitted 7/25