

# REDWOOD COLLABORATIVE PLANNING NETWORK

Completing the CERF Proposal  
July 20, 2022



# Group Goal: Finalize Elements of CERF Proposal Due July 25.

## Today's Purpose: Share Feedback and Resolve Questions.



**Greetings and  
Introductions**



**Proposal  
Review  
Feedback**



**Proposal Content  
Partnership  
Agreement Letters**



**Budget  
Review**



**Questions &  
Next Steps**

# Who is present today?

Please Type in Chat

# Our project needs a name!

Redwood Coast Economic Equity Planning Project

Redwood Coast Community Economic Resilience Planning Project

Redwood Coast Region CERF Planning Project

Other...

How we  
reached this  
milestone:  
**Organizations  
nominated to  
lead.**

### **CERF Proposal Writing Team**

Planning process needs strong support.

Fiscal Agent: Arcata Economic Development  
Corporation (AEDC)

Regional Convener: California Center for Rural  
Policy (CCRP)

Outreach and Engagement: North Coast  
Opportunities

### **Nominating Committee/Proposal Review Team**

Small group coordinating efforts on HRTC,  
Partnership Agreement Letter, and reviewing  
proposal application **due on July 25.**

# CERF Phase I Plan: **Proposal Requirements**

## **Concept Proposal**

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

## **Work Plan**

- Timeline of Activities, Challenges and Solutions

## **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

# 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 of 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.

# 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.

# Proposal Review: Feedback

## **Comments on Concept Proposal:**

Refine description of current economic dynamics and vision for the work.

- More detail on innovation and major development projects, connection to economic and climate resilience creating opportunities for equitable growth
- Increased focus on competitive advantage in green and blue economy, lifting up indigenous/Native knowledge through partnerships, entrepreneurship/small business economy
- Better explain how intra- and inter-regional dynamics will be managed through governance structure and linked with existing planning processes
- Clarify metrics

# What new and emerging projects should we know about?

Please Type in Chat



# Proposal Review: Feedback

## **Comments on Work Plan**

Add detail on capacity building to support stakeholder engagement and participation in planning process; how projects will be prioritized

## **Comments on Outreach and Engagement Plan**

Clarify how HRTC will support outreach, how outreach to stakeholders other than in disinvested communities will be conducted

What type of capacity building would best support participation of diverse stakeholders?

Please type in chat

# Partnership Agreement Letters

## 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.

**Partnership Signature Letters Due!**

# Budget Overview – Up to \$5 Million Over 18 Months 10/22-6/24

## Total Proposed So Far = approx. 4.5M

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### AEDC: Fiscal Agent

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

\$300,000 Staffing Support

\$70,000 contract with RSG for accounting and audit support

\$120,000 technology (CRM, web portal, conferencing systems), office, travel, other expenditures

### 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

Subaward with NCO to support County specific leadership groups and grassroots funding distribution and oversight

Contracting w/ RCAA in Humboldt & True North for Del Norte

# Questions and Next Steps