

# REDWOOD COLLABORATIVE PLANNING NETWORK

Steps Toward a Successful CERF Proposal  
June 23, 2022



# Group Goal: Prepare CERF proposal by July 25.

## Today's Purpose: Focus on how to meet requirements for funding.



### **Greetings and Introductions**



### **Big-picture recap: CERF Phase I Planning Process**

Purpose & Strategy  
Phase 1 and 2



### **Why we're here and how we reached this milestone**



### **CERF Proposal Requirements**

Initial Leadership Collaborative  
Community Participation  
Partnership Agreement



### **Work Plan**

Meeting Schedule  
Proposal Work Plan

**RECAP:** CERF  
Community  
Economic  
Resilience  
Fund

## **Purpose**

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

## **Strategy**

Regional economic development that supports 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.
- Infuse the process with worker wisdom.

**RECAP: CERF**  
Community  
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## **CERF Program**

### 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:  
**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**

Smaller group agrees to gather nominations:

- Help prepare the CERF proposal.
- Invite required stakeholders to join leadership group.

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

### **CERF Support and 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

### **Proposal Development Team**

Small group helps develop the 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

## **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

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# Proposed Structure for Initial Leadership Group

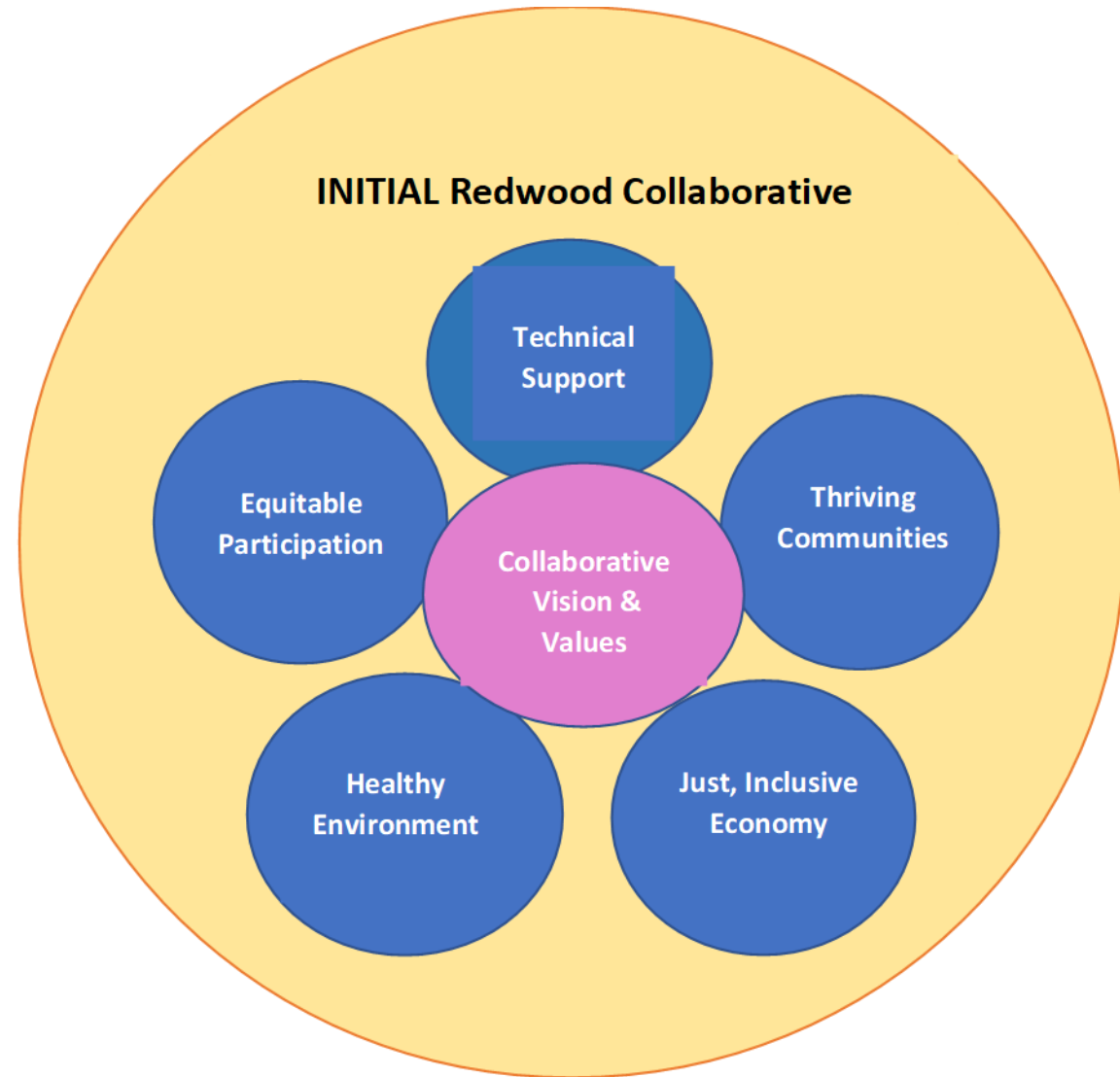
## Team of Teams

### 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.



# Technical Support Team: AEDC, CCRP and NCO



Manage the process



Resource Redwood  
Collaborative &  
Teams

Data  
Outreach and  
engagement  
Additional  
training, support



Prepare the regional plan

# Equitable Participation

Strategies building capacity for inclusive participation in economic, social, civic life.

- Building community wealth
- Strengthening social & community networks
- Strengthening civic engagement & leadership
- Formal and informal partnerships

# Just, Inclusive Economy

Strategies to decrease income inequalities and build high-road economic infrastructure.

- P-k -16
- Career and higher education
- High Road training
- Sector based quality jobs
- Entrepreneurship
- Small business development
- Capital investment

# Healthy Environment

Strategies offering protection from impacts of disasters and climate change on industries and communities.

- Green transit
- Sustainable forestry
- Blue economy
- Regenerative strategies

# Thriving Communities

Strategies opening opportunities to lead full, healthy lives.

- Public health resources
- Affordable housing
- Childcare
- Culture and arts

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# Governance Structure

Captures diversity of the region

Commitment to shared authority  
*and responsibility*

Commitment to shifting power

Consensus decisions



# Work for next week: Nominating Committee

## Confirm required membership in Initial Redwood Collaborative

- 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.

# Work for next week: Proposal Team

Draft Partnership Agreement Letter

Gather data for proposal

- Snapshot of disinvested communities
- What we know about economy now
- New and emerging trends, projects

Draft Outreach and Engagement Plan

# Meeting Schedule

- No meeting week of July 4<sup>th</sup>
- Friday July 15 2 – 3:30 pm
  - Update on Outreach and Engagement Plan
  - Update on Strategies for Wider Community Participation
- Hold: Wednesday July 20 1 – 2:30 pm