



Community Economic Resilience Fund (CERF)

Economic Diversification Pilot
Projects Framework

Northern California
Listening Session

November 16, 2022

Agenda

- Arrival and Welcome
- Team Introductions
- Program Design
- Economic Diversification Pilot Projects
- Breakout Session: Feedback on Framework
- Timeline & Next Steps



Team Introductions



What is CERF?

CERF's purpose is to build equitable and sustainable economies across California's diverse regions and foster long-term economic resilience in the overall transition to a carbon-neutral economy.



CERF Regions

- Promote economic development and maintain consistency with existing efforts
- Attract and align future investments



Program Design

Phase 1

- High Road Transition Collaboratives
 - Regional Economic Recovery and Transition Plans
- 13 regions, \$5 million each**

Phase 2

- Economic Diversification Pilot Projects
- CERF Implementation Projects

~ \$450 million

Tribal Funding Opportunity

- Planning Projects
OR
- Implementation Projects

\$20 million



Economic Diversification Pilot Projects: Overview

- Fund pilot projects aligned with values of CERF that demonstrate potential uses of CERF implementation funds
- Up to \$50 million available
- No more than 13 projects funded; geographic equity prioritized
- Differences from Implementation grants

"This grant program shall be structured to provide a small initial tranche of funding for economic diversification pilots with demonstrable high road elements." - SB 162 (CERF enacting legislation)



Economic Diversification Pilot Projects: Grant Requirements

1. Support labor standards
2. Address geographic equity
3. Organize strategies by industry or geography, or both
4. Include a range of economic diversification activities
5. Coordinate with state and federal investments
6. Align with regional workforce programs
7. Align with State climate goals



Economic Diversification Pilot Projects: Eligibility

- Implementable within 24-month Period of Performance
- Tied to locally-adopted plan or strategy developed in consultation with diverse stakeholders, including the public, from within the past five years
- Eligible Applicants
 - Non-profit organizations and foundations
 - Community-based organizations
 - Institutions of higher education
 - California Native American Tribes
 - Local governments, Special Districts, or Metropolitan Planning Organizations



Economic Diversification Pilot Projects: Preliminary Evaluation Criteria

- Consistency with CERF Objectives
- Project Readiness
- Anticipated Impacts
- High Road Standards
- Geographic Equity
- Alignment with State Climate Goals
- Capacity of Applicant



Economic Diversification Pilot Projects: Initial Required Components

- Project Narrative
- Letter of support from one of the following in project's jurisdiction
 - Local or regional government
 - Economic development agency
 - Workforce development agency
 - California Native American Tribe
 - Initial CERF High Road Transition Collaborative (HRTC)
- Displacement or dislocation mitigation strategy
- Clear indicators and metrics for project success



Estimated Program Timeline

January 2023:
Release Pilot
Projects final
Guidelines and
Solicitation

February 2023:
Pilot Projects
Solicitation closes

Winter 2023:
Release
Implementation
Projects & Tribal
Funding Draft
Guidelines for
public review

Spring 2023:
Release
Implementation
Phases Final
Guidelines and
Solicitation

Summer 2023:
Release Tribal
Funding
Opportunity Final
Guidelines and
Solicitation

Breakout Sessions



Thank You!

To submit a public comment on this draft framework, email WSBCERF@edd.ca.gov until Wednesday, December 7, 2022

Sign up for our listserv at opr.ca.gov/economic-development

If you have any questions, feel free to contact Jesus Salazar, Senior Program Analyst at OPR: Jesus.Salazar@opr.ca.gov

