



Community Economic Resilience Fund

Community Engagement Subcommittee

CERF Application Workshop

Wednesday, July 13, 2022 from 1PM - 4PM

Setting the Stage

- Our Planning Phase application is due on July 25... Right now, we are "planning to plan";
- As part of the application, and to set us up for success in the Planning Phase, we need to think through the community engagement activities that will shape the development of the regional plan;
- An incredibly fast-paced process... but we don't need to figure everything out now. We need a container and a path forward, and a commitment to building it up and bringing in more folks in the Planning Phase;
- We see this as a working session... Messy but meaningful, and we'll get there together.

Lastly, in the interest of keeping our application process as open and transparent as possible, this meeting will be recorded.

Agenda

- | | | | |
|---|---------------------------|---|---------------------------------------|
| 1 | Welcome & Introductions | 5 | Q&A + Initial Reflections |
| 2 | CERF Overview | 6 | Jamboard Working Session + Discussion |
| 3 | Setting Our Values | 7 | Next Steps & Closing Remarks |
| 4 | Overview of Our Framework | | |

CERF Overview

CERF 101

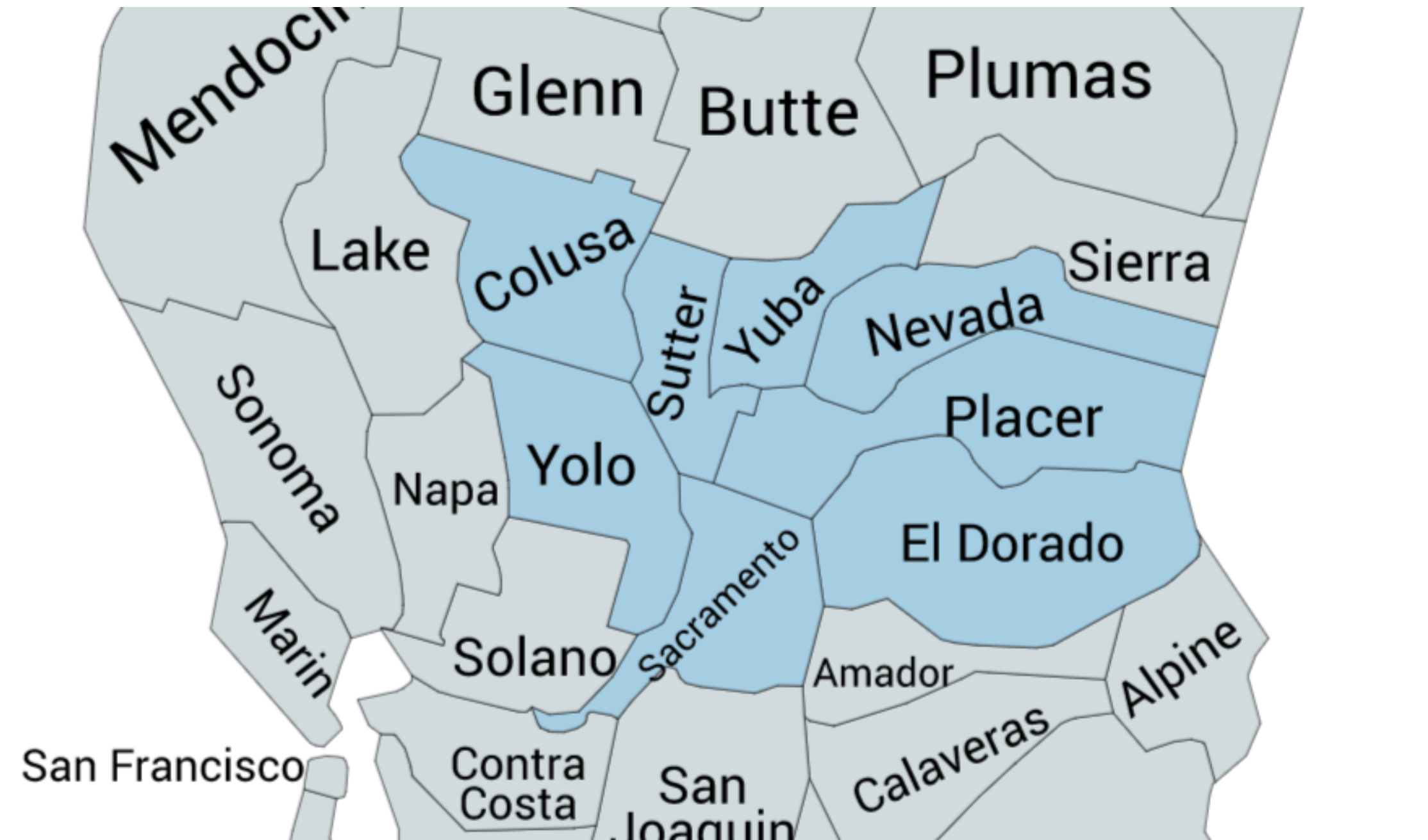
A one-time use of State general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic development.

Program Objectives

1. Promote equitable and sustainable economic development
2. Support inclusive economic planning that prioritizes equity, job quality, and sustainability (low-carbon)
3. Align and leverage federal and state funding to maximize economic resilience



OUR REGION



Colusa
El Dorado
Nevada
Placer
Sacramento
Sutter
Yolo
Yuba

Phases

PLANNING PHASE

- 13 regions, up to \$5M each
- Regional Collaboratives
- Regional Economic Plans

IMPLEMENTATION PHASE

- Upwards of \$500M total
- Projects that:
 - Demonstrate proposed impacts to disinvested communities
 - Demonstrate community support
 - Promote state climate goals
 - Support labor standards and job quality
 - Demonstrate clear role in regional strategy
 - Complement existing funding sources

Setting Our Values

Setting Our Values

Equity

We are centered on those who are most marginalized

Inclusivity

We ensure those at the table truly feel they belong so no community is left behind

Transparency

We openly share information and ideas to build a community of trust & shared understanding

Respect

We respect and acknowledge previous and ongoing work

Action

We commit to creating action-oriented goals & timelines and following through

Overview of Our Framework

Inclusive Economic Development Framework, per the CERF Program

Recognizing that:

- Not all Californians have had the same opportunities to participate in the state's vibrant economy;
- Uneven economic recovery trends further exacerbate income inequality in the state

The state of California is:

- Embracing economic equity as a goal for state policy;
- Striving to enhance economic resilience; and
- Supporting the development of more inclusive and resilient regional economies

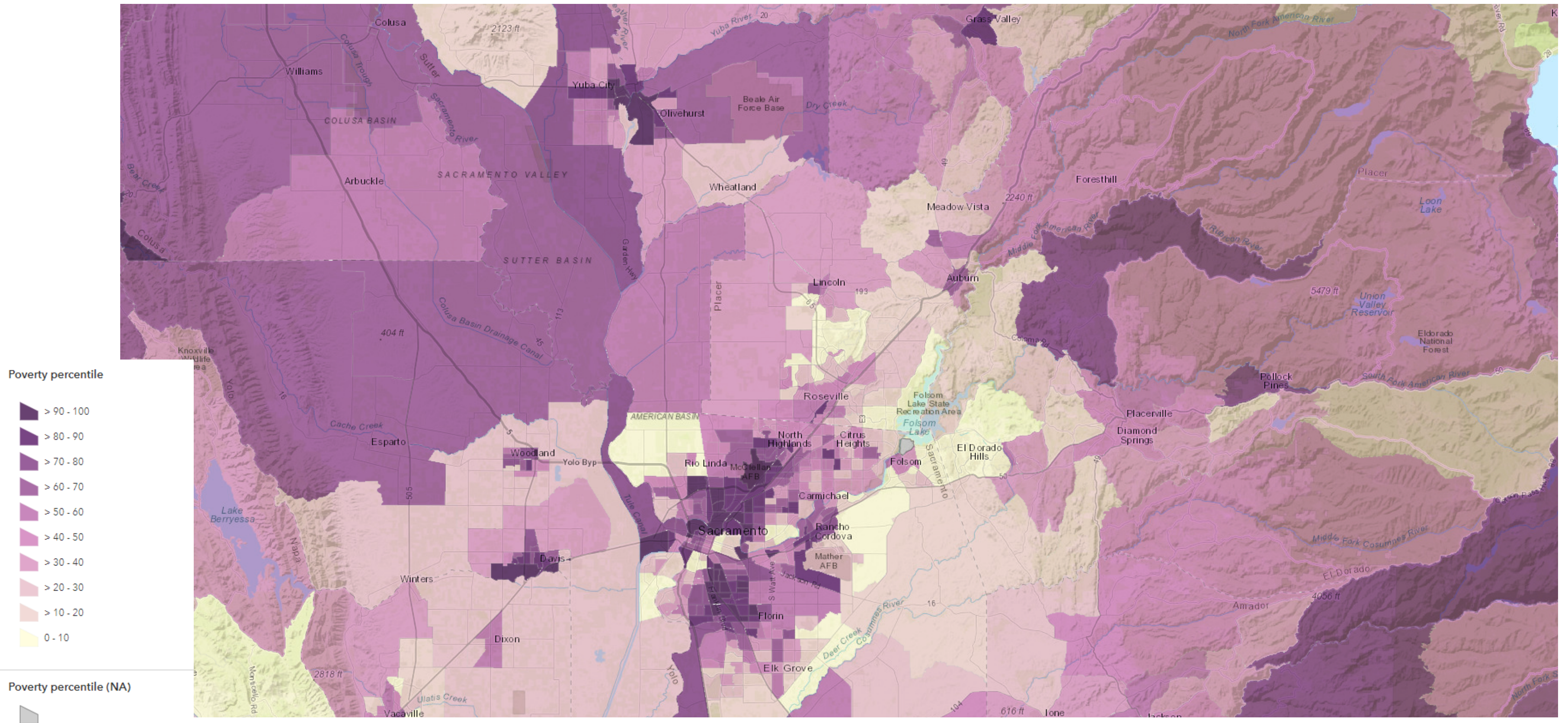
This means:

- A REGIONAL approach;
- A HIGH-ROADS approach (favors businesses that invest in their workforces, pay living wages, and engage in environmentally sustainable business practices);
- COMMUNITY and WORKER-centered inclusive economic planning; and
- Including voices that have been traditionally left out

Defining Disinvested Communities

- Census tracts identified as ‘disadvantaged’ by the California Environmental Protection Agency
- Census tracts with median household incomes at or below 80 percent of the statewide median income or with the median household incomes at or below the threshold designated as low income by the Department of Housing and Community Development
- ‘High poverty area’
 - Marysville
- ‘High unemployment area’
 - Colusa County
 - Sutter County
 - Colusa
 - Williams
 - Yuba City
- California Native American Tribes

CalEnviroScreen 4.0: Poverty Percentiles, 2015-2019



Components of a Community Engagement Plan

- Proposed activities
 - a.Explanation
 - b.Timeline
- How outreach will be conducted across the entire CERF region
- How outreach will ensure the Collaborative is representative of the region
- How to engage those who are not already actively involved
- How to make decision-making transparent and centered on community voices, including how the public will be informed of the Planning Phase process
- How the community can provide feedback to the Collaborative
- How the initial Collaborative members will support implementation of the Outreach and Engagement Plan

Regional Example: Fresno DRIVE

- 10-year investment plan to develop an inclusive, vibrant, and sustainable economy for residents in the greater Fresno region;
- Three essential components of fostering inclusive and sustainable economic growth
 - Neighborhood development;
 - Human capital;
 - Economic development



Regional Example: Fresno DRIVE

In addition to a Steering Committee (more than 300 individuals representing more than 150 organizations; broad cross-section of civic, community and business stakeholders), also Community Focus Groups.

Community Focus Groups

- These were designed to address the tension of needing to move fast on the initial investment plan while also addressing the need to methodically empower residents who were directly impacted by the distressed economy.
- During August and September 2019, 10 focus groups were convened with 116 participants. (Groups: Black, Asian, Latino, four geographic areas, unemployed adults; adults with higher education; and business owners and stakeholders in Fresno Chinatown).
- 2-hour sessions. \$15 gift cards as compensation.
- Conducted in English, Hmong and Spanish. Multiple locations and neighborhoods.
- Participants completed a brief survey also.

Regional Example: LA County CERF Region

- They have three working groups:
 - Outreach and Engagement
 - Governance
 - Research and Data.
- Each working group may have a “lived experience” sub-group that is comprised of residents, small business, laborers, etc., to make sure the intended community voices are at the table.

Discussion

Questions

1. What comes to mind when you think of community engagement?
2. Where have you seen efforts that did community engagement really well? What did they include? (resources, activities)
3. Who are some of the populations and communities that need to be prioritized in community engagement, and what are some best practices that can be used to engage with those folks?

Next Steps

1

Making materials
and jamboard
from this discussion
available

2

Incorporating
input from this
and other
sessions into our
application

3

Collective
Partnership
Agreement Letter

Thank you!