



# Community Economic Resilience Fund

## Colusa County Roundtable

Thursday, June 30, 2pm - 4pm



Hatamiya Group



# *About Valley Vision*

## Who are we?

- We are a triple-bottom line civic-leadership non-profit.
- We bring communities together to tackle our region's challenges and ensure a more livable future.
- We create common ground built on facts through trusted research and meaningful coalition-building.

## What is our role?

- Valley Vision is pursuing the role of Regional Convener and Fiscal Agent for CERF efforts, and will be submitting a Planning Phase application from the Sacramento Region.

# Setting the Stage

- CERF is a huge opportunity for our region
- This is new and different - there isn't a playbook!
- As the regional applicant, core values and vision that we are holding:
  - Creating container for co-owned solutions across diverse people and sectors
  - Centering efforts around disinvested communities and the creation of and access to quality jobs
  - Building and implementing an investment strategy that will build a more equitable and sustainable region

# *Agenda*

01

Overview  
of the  
CERF  
Program

02

How to  
Engage

03

Q&A

04

Discussion

# *Overview of the CERF Program*

# CERF 101

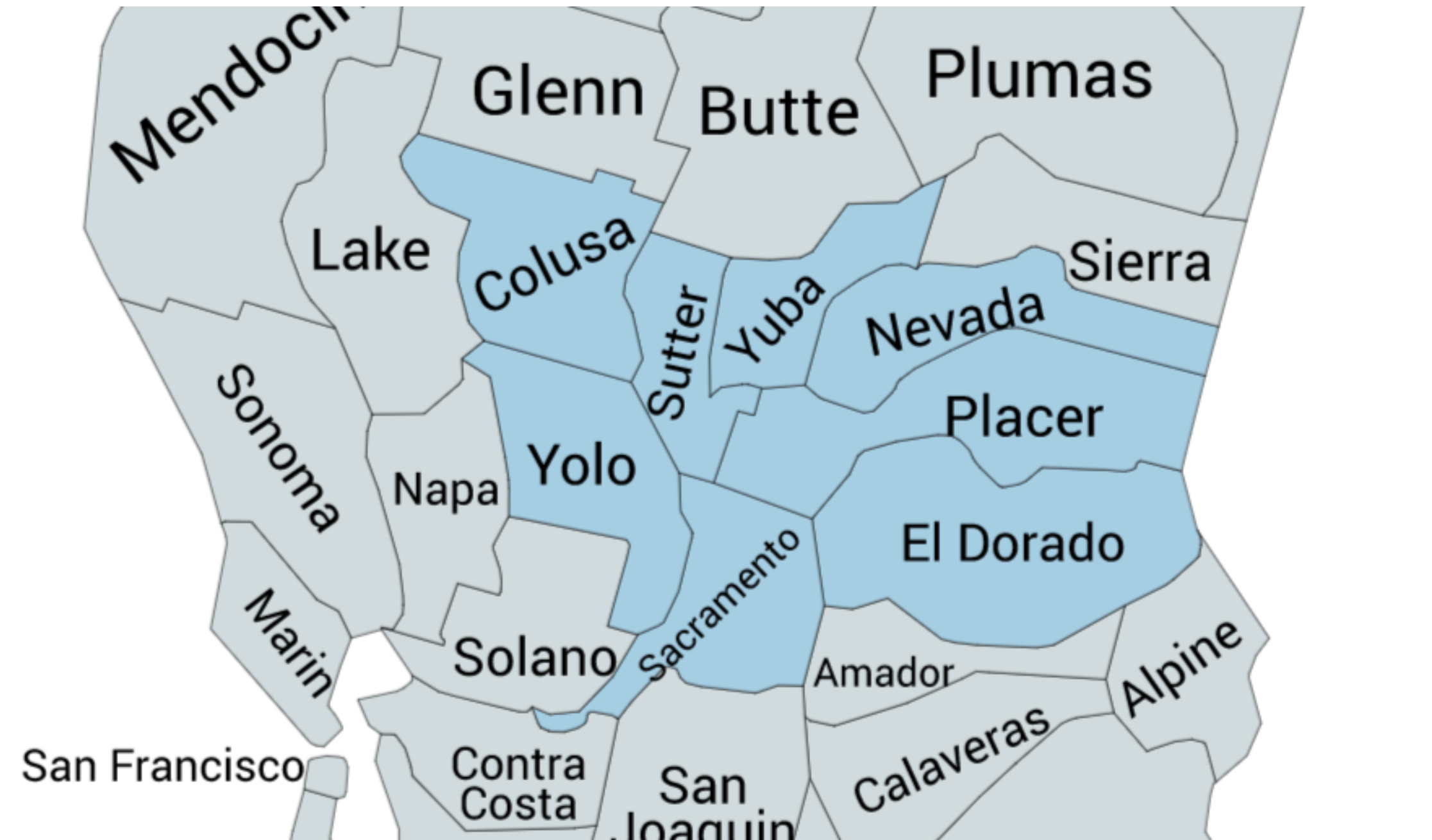
A one-time use of State general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic development.

## 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



# *Tribal Funding Opportunity*

- \$20 million dollars available for California Native American Tribes
- For economic planning and implementation projects
- Release of the Tribal Funding Opportunity solicitation after release of solicitations for both the Planning and Implementation Phases of the CERF program

# *Planning Phase OUTCOMES*

1

## High Road Transition COLLABORATIVE

- Inclusive and equitable tables
- Strong, sustainable partnerships
- Labor
- Business
- Community
- Government
- Indigenous communities
- Economic Development
- Philanthropy
- Education
- Workforce
- And others

2

## Regional Economic PLANS

- Analyses of current regional conditions focused on equity, sustainability, job quality and access, and economic competitiveness and resilience
- Strategies for economic recovery and transition

# Planning Phase ACTIVITIES

## Data, Research and Evaluation

- Summarize current economic and community conditions; identify economic growth opportunities and metrics for evaluation
  - Inventory and analyze existing research, data, and economic development assets
  - Advance and summarize required analyses
  - Identify themes and buckets

## Backbone Support and Governance

- Setting planning tables — Forming and managing inclusive regional governance structures that support decision-making
  - Looking at existing governance models
  - Developing a structure and method of governance

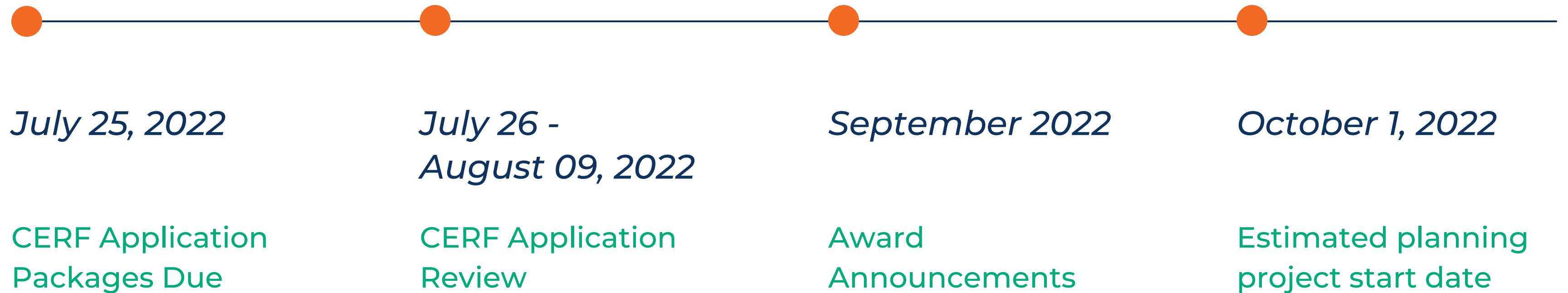
## Community Engagement

- Set a vision for engagement and representation
  - Target groups
  - Methods — Survey, focus groups, interviews, forums, events, engaged research, and other mechanisms to engage diverse community members
  - Guided by specialists

## Capacity-Building and Technical Assistance

- Increase capacity for community-based organizations to participate and assist regional entities in their development of business plans to elevate for application for state CERF implementation funds
  - Look at methods for capacity-building and existing initiatives

# *Timeline*



# *Planning Phase Application Requirements*

- 1 *Phase I Concept Proposal*
  - Vision and goals of the Collaborative
- 2 *Proposed Work Plan*
  - Proposed activities
- 3 *Outreach and Engagement Plan*
  - Strategies and methods that will be used to inform, engage, and empower residents and key stakeholders
- 4 *Collective Partnership Agreement Letter*
  - Includes the proposed governance structure and signatures of initial Collaborative members
- 5 *Application Package Exhibits*



# Regional and Sub-Regional Economic Plans



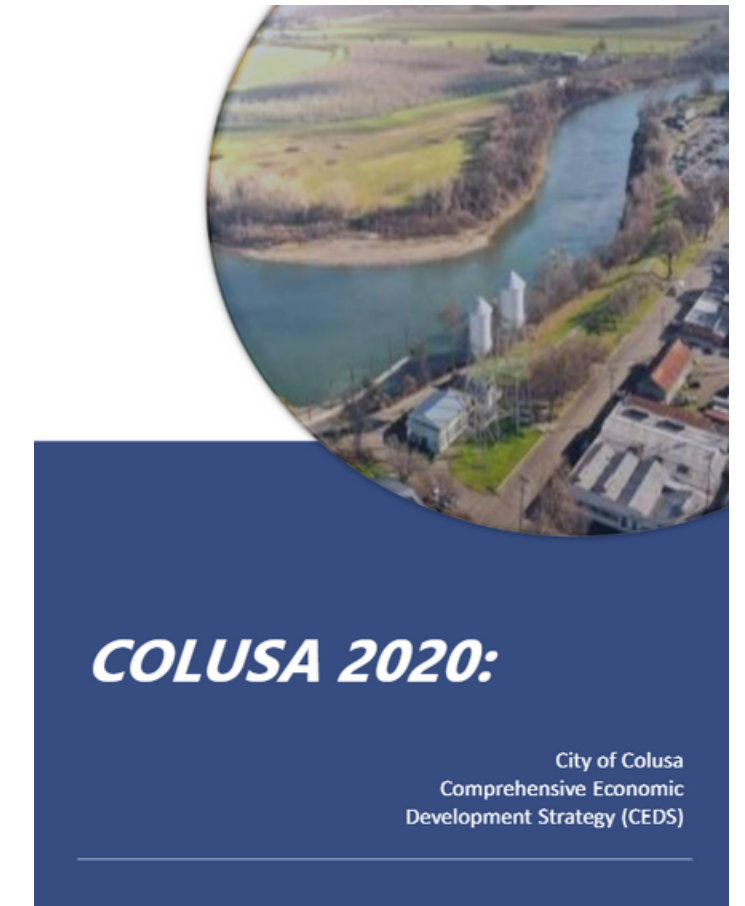
Prosperity Strategy  
CEDS\*



Envision Tahoe



Yuba-Sutter EDD\*\*  
CEDS



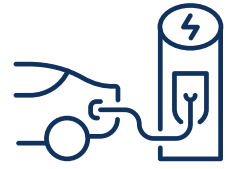
Colusa City  
CEDS

\*CEDS = Comprehensive Economic Development Strategy

\*\* EDD = Economic Development District

*And others...*

# *High Growth Sector Strategies + Strategies to Reduce Barriers*



- Advanced manufacturing and mobility



- Food and agriculture



- Forestry and watershed management



- Health and life sciences



- Distribution and e-commerce



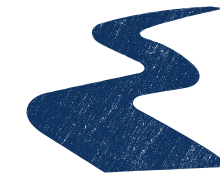
- Tourism



- Closing the digital divide



- Creating a business-friendly environment



- Infrastructure Limitations
- Others

*How to Engage*



# *Joining an Application Process Subcommittee*

Each Subcommittee will have a virtual half-day culminating workshop held in July, with the exception of the Backbone Support & Governance Subcommittee which will meet for three 2hr sessions.

To be added to the calendar invite and mailing list, please email

Alana Ramsay at  
[alana.ramsay@valleyvision.org](mailto:alana.ramsay@valleyvision.org)

## **Data, Research and Evaluation**

Tuesday, July 12, 1 - 4PM

## **Capacity Building & Technical Assistance**

Wednesday, July 13, 9AM - 12PM

## **Community Engagement**

Wednesday, July 13, 1 - 4PM

## **Backbone Support & Governance**

Thursday, July 7, 4PM - 6PM

Thursday, July 14, 12 - 2PM

Thursday, July 21, 2PM - 4PM

## *In the Application Process - Join the Initial Collaborative*

- Statement of Interest and Commitment to Collaboration
  - Provide information on:
    - The type of organization/its geographic surface area
    - The organization's experience with the communities it serves
    - The role that the organization would like to play in CERF efforts
  - Commit to participation in the Planning Phase

## *In the Application Process & Planning Phase - Other Ways to Engage*

- Identifying point person/s or organization/s from Colusa
- A sub-regional effort and plan
- Focus on increased capacity-building and technical assistance in the Planning Phase

Q&A

# *Discussion*

# Discussion Questions

1

*What about the CERF  
excites you?*

*What concerns do you  
have?*

2

*Who else would you like  
to see represented in  
this process?*

*What are the important  
essential qualities of a  
healthy, diverse  
Collaborative?*

3

*What kind of added  
capacity or assistance  
do you need to enable  
your organization,  
entity, or community to  
participate?*