



# Community Economic Resilience Fund

Yuba & Sutter  
County Roundtables  
Thursday, June 30, 9am - 11am



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.

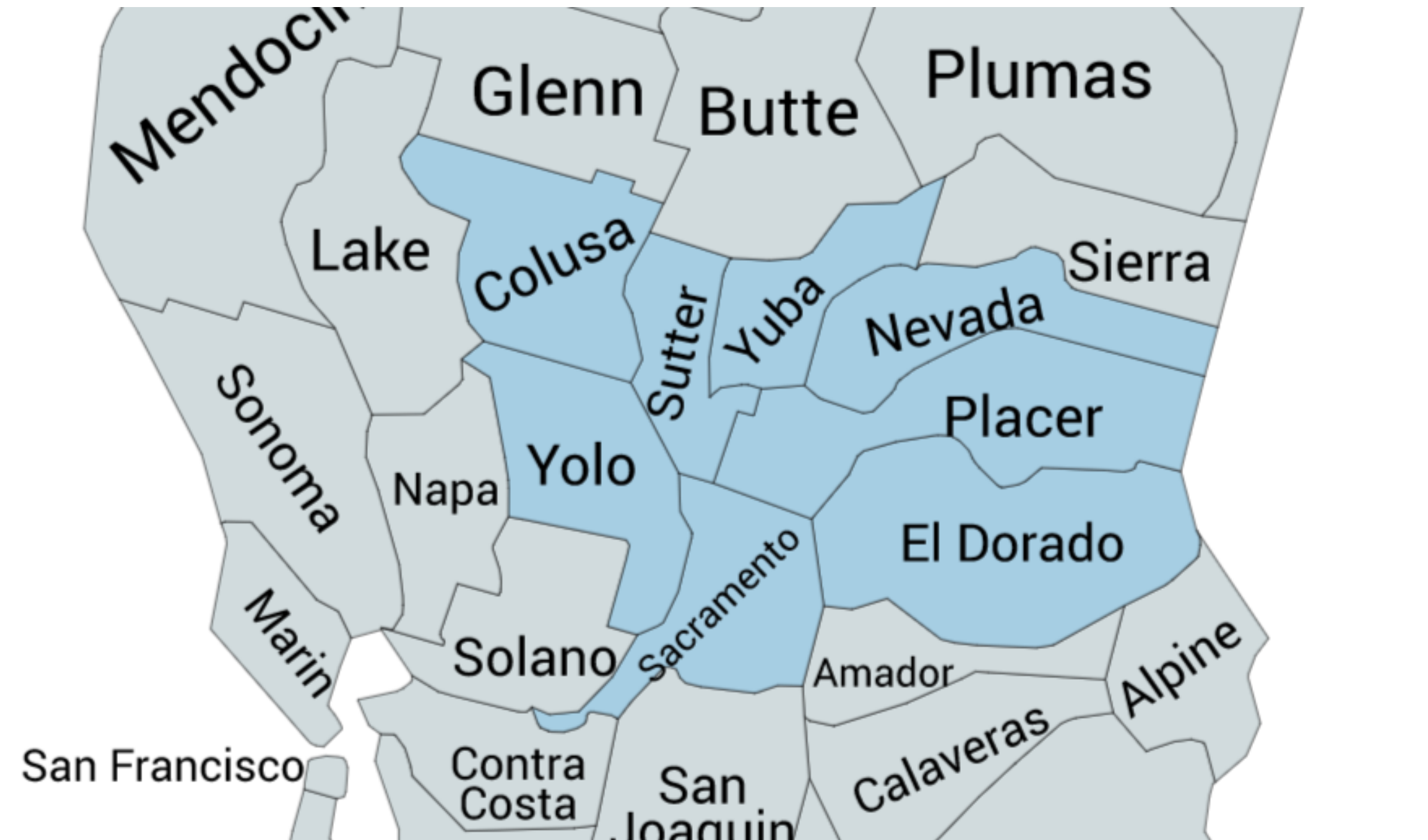
## Program Objectives

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





# OUR REGION



Colusa  
El Dorado  
Nevada  
Placer  
Sacramento  
Sutter  
Yolo  
Yuba

# CERF 101

## 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



# *Planning Phase Outcomes*

## 1 High Road Transition COLLABORATIVE

- Inclusive and equitable tables
- Strong, sustainable partnerships

## 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 Outcomes*

## 1 High Road Transition COLLABORATIVE

Inclusive planning groups that include balanced representation from:

- Labor
- Business
- Community
- Government
- Indigenous communities
- Economic Development
- Philanthropy
- Education
- Workforce
- And others

# *Planning Phase Outcomes*

## 2 Regional Economic PLANS

- Background
  - Vision and Goals
  - Stakeholder mapping
  - Analyses:
    - Summary of regional demographics and socio-economic conditions
    - Economy and economic development
    - Economic shocks & impacts
    - Climate impacts and environmental conditions
    - Public health
    - Labor market
    - Industry clusters
    - Strengths, Weaknesses, Opportunities, Threats (SWOT)
- Strategies
  - Growth of targeted industries
  - Increasing economic diversification
  - Responding to economic shocks
  - Increasing economic equity
  - Increasing health and environmental equity
  - Align existing strategies with state goals (e.g., climate, air quality, SGMA)

# Regional and Subregional Economic Plans



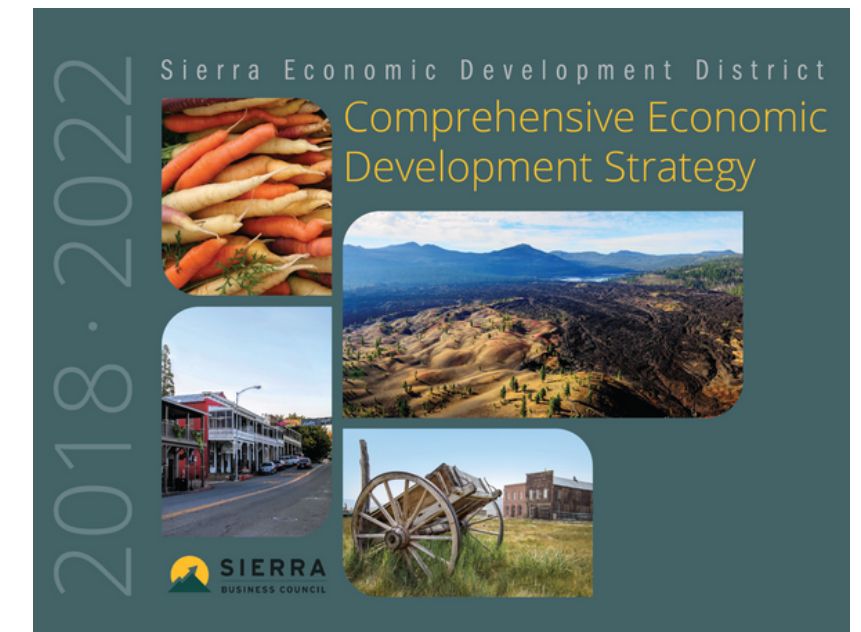
Prosperity Strategy  
CEDS\*



Envision Tahoe



Yuba-Sutter EDD\*\*  
CEDS



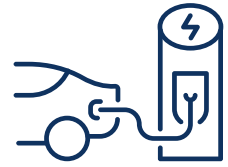
Sierra EDD  
CEDS

\*CEDS = Comprehensive Economic Development Strategy

\*\* EDD = Economic Development District

*And others...*

# Overview of Regional Efforts - *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



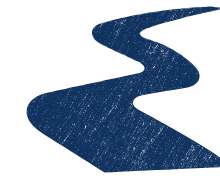
- Tourism



- Closing the digital divide



- Creating a business-friendly environment



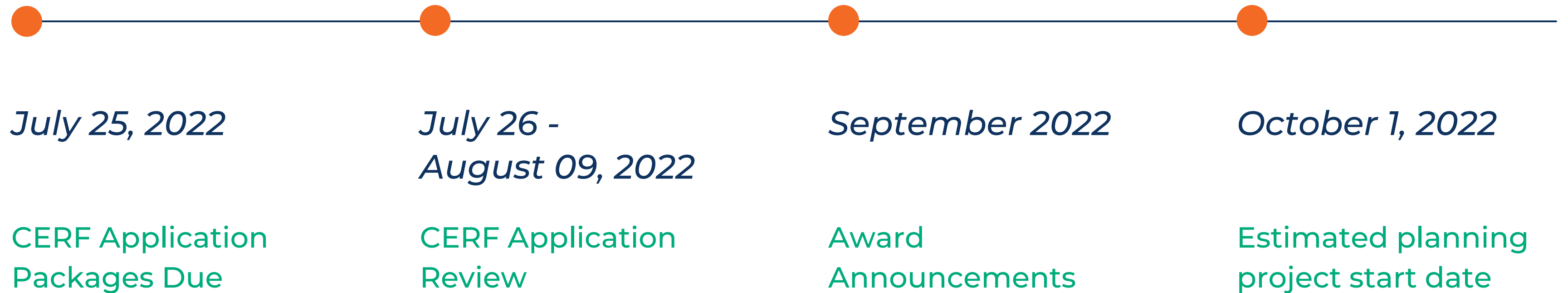
- Infrastructure Limitations
- Others



# *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*

# *Timeline*





*How to Engage*

# *In Application Process - Join a Subcommittee*

## 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

# *Joining A 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

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?*