



Community Economic Resilience Fund

Capacity-Building & Technical Assistance Subcommittee

CERF Application Workshop

Wednesday, July 13, 2022 from 9AM- 12PM

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 capacity building and technical assistance 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
- 2 CERF Overview
- 3 Setting Our Values
- 4 Overview of Our Framework
- 5 Q&A + Initial Reflections
- 6 Jamboard Working Session + Discussion
- 7 Next Steps & Closing Remarks

CERF Overview

CERF 101

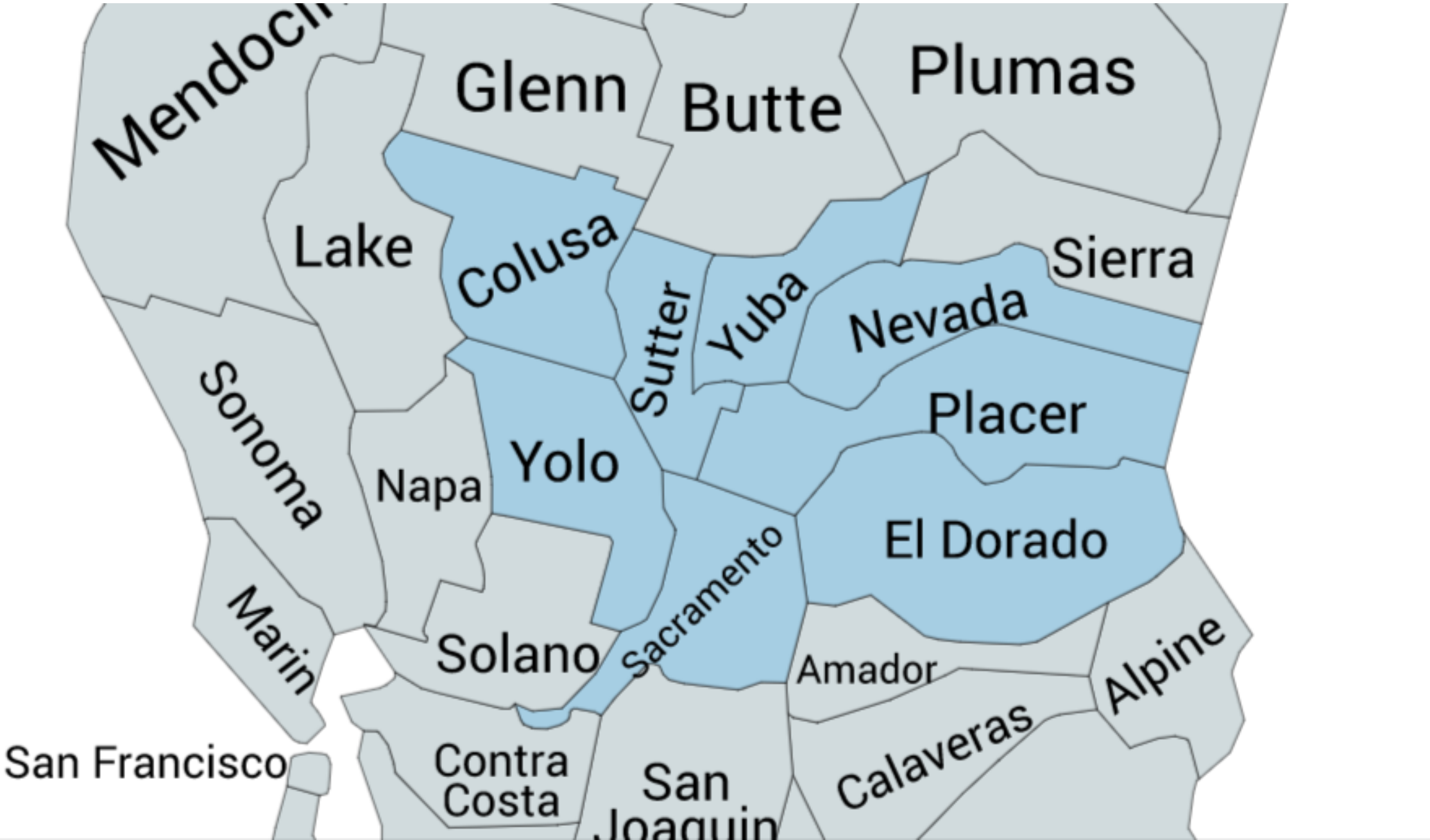
A one-time use of State general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic development.

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

GOAL: Develop or increase the ability of communities to organize or access inclusive economic planning efforts, access funds, or implement projects in the future



FRAMEWORK: INCLUSIVE ECONOMIC DEVELOPMENT



Strengthening local coordination, leadership, knowledge, skills, expertise, and access to resources

Identifying and planning for economic transitions

Identifying the tools and resources needed to plan inclusively for a region's economic future



Ongoing Work in the Region

Sacramento Valley Small Business Development District (California Capital)
United Way
Inclusive Economic Development Collaborative (SACC)

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 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

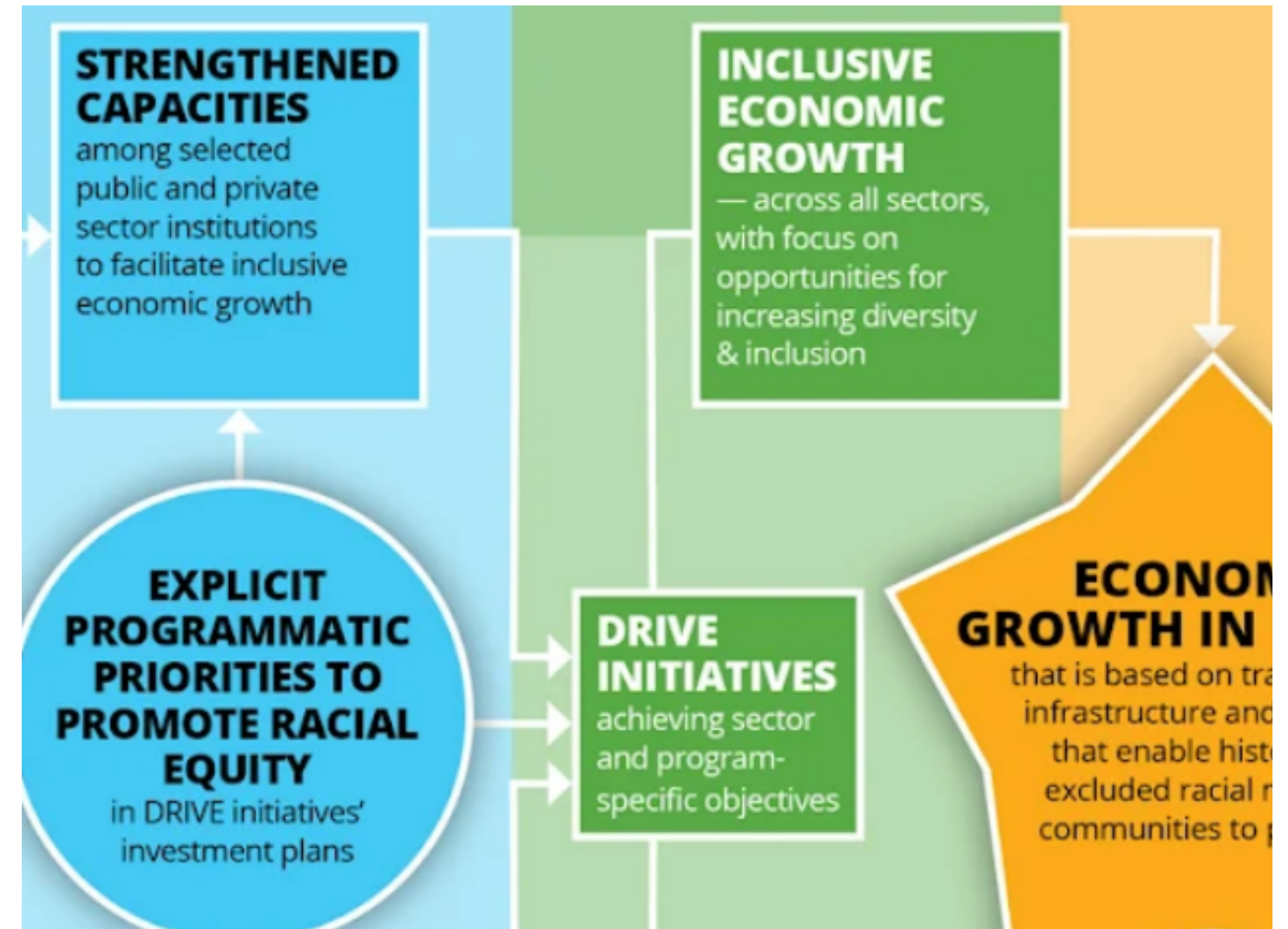
Regional Example: Fresno DRIVE

- 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

- Fresno DRIVE sought to develop a resident-centered and resident-driven strategy, which in turn required capacity building
- Capacity building is a necessary component, and includes organizing of resident leaders, provision of the skills to determine their own future and learn by taking on larger projects and complex policy changes that can strengthen their neighborhoods.



Q&A

Discussion

Discussion Questions

1. What comes to mind when you think of capacity building?
2. Where have you seen successful capacity building efforts? What did they include? (skills, resources, activities)
3. What would you or your communities (people you serve, organizations you work with) need to be able to participate in this planning effort?
4. What would you or your communities (people you serve, organizations you work with) need to be able to advance implementation projects?
5. What learning and development would the Collaborative need to effectively advance inclusive economic development?

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!