

SACRAMENTO REGION

Community Economic Resilience Fund (CERF)

Lunch & Learn

May 12, 2022 • 12:00-1:30 PM



The Prosperity Partnership





Community Economic Resilience Fund

**What is the
"CERF"?**

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.

Goals + Agenda:

- Provide an overview and update of the CERF program;
- Hear from regional leaders on how the CERF program could impact our communities;
- Provide a forum for community members to voice their priorities and concerns with respect to the CERF program.

12nn to 12:10pm

Welcome and Introductions

12:10pm to 12:20pm

CERF 101

12:20pm to 12:30pm

Overview of Regional Efforts

12:30pm to 1pm

Panel Discussion

1pm to 1:30pm

Breakout Room Discussions

About Valley Vision



Community
Economic
Resilience
Fund

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.

Community Economic Resilience Fund (CERF) Draft Guidelines Overview

CERF Overview & Objectives

ABOUT THE COMMUNITY ECONOMIC RESILIENCE FUND

CERF is a **\$600M fund established by the state in September 2021** and administered by the state's CERF Leadership Team consisting of the California Labor and Workforce Development Agency (LWDA), the Governor's Office of Planning and Research (OPR) and the Office of Business and Economic Development (GO-Biz)

State Program Objectives

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

You can read more about this opportunity at:

<https://opr.ca.gov/economic-development/just-transition/cerf.html>

CERF Program Design

Phase 1: Planning

- **13 regions, up to \$5M each**
- Fostering partnerships and collaboration
- Create 13 High Road Transition Collaboratives (HRTCs)
- Development of regional economic plans



Phase 2: Implementation

- **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

CERF's 13 Regions

- All 13 regions will receive planning and implementation dollars through competitive processes
- Designed to promote economic development and maintain consistency with existing efforts
- Administration of program will allow for flexibility to collaborate across these regions and work at different levels



You can view the finalized CERF regions and responses to FAQs at:

https://opr.ca.gov/economic-development/just-transition/docs/20211217-CERF_Final_Regions_FAQ.pdf

Post-Award Program Requirements & Deliverables

High-Road Transition Collaboratives (HRTCs)

- Inclusive and equitable tables
- Strong, sustainable partnerships

Regional 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

Important Upcoming Dates

Month	Program Progress
Late April & Early May	<ul style="list-style-type: none">• Planning Phase Draft Guidelines Public Workshops
Week of May 23	<ul style="list-style-type: none">• Release Planning Phase Solicitation for eight weeks
Week of July 25	<ul style="list-style-type: none">• Close Planning Phase Solicitation and begin scoring process
Week of August 8	<ul style="list-style-type: none">• Award Planning Phase grantees and begin contracting process
End of October	<ul style="list-style-type: none">• Wrap-up contacts

Regional and Subregional Economic Plans



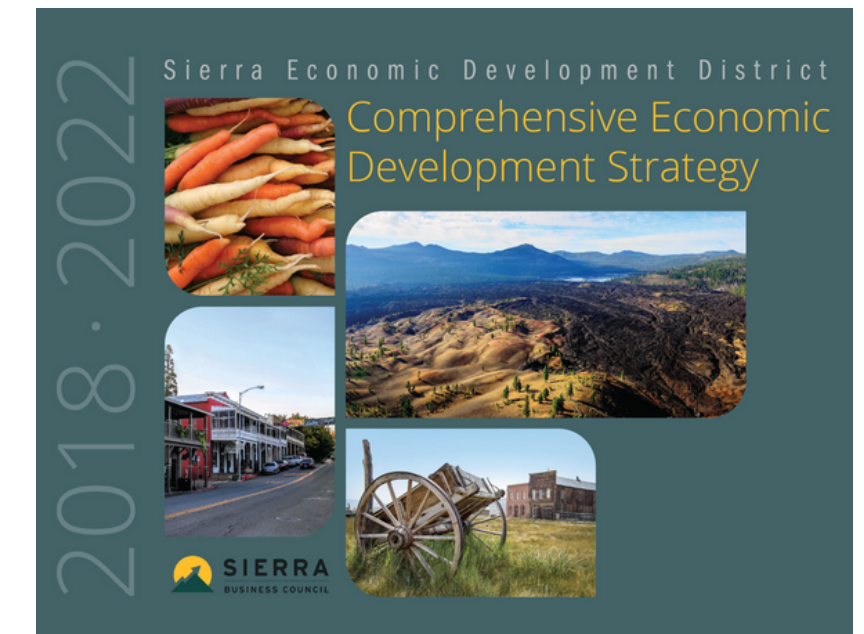
Prosperity Strategy
CEDS*



Envision Tahoe



Yuba-Sutter EDD**
CEDS



Sierra EDD
CEDS

*CEDS = Comprehensive Economic Development Strategy

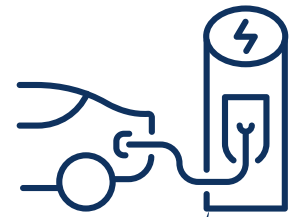
** EDD = Economic Development District

And others...

High-Growth Sectors



- Health and life sciences



- Advanced manufacturing and mobility



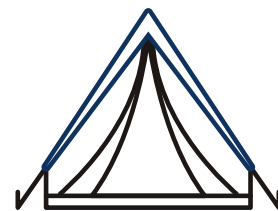
- Food and agriculture



- Distribution and e-commerce



- Forestry and watershed management



- Tourism



Building the Collaborative

State

Core Steering Committee

CEDS-based Roundtables

- Prosperity Strategy CEDS
- Envision Tahoe
- Yuba-Sutter CEDS
- Sierra Economic Development District CEDS
- Others
- Others

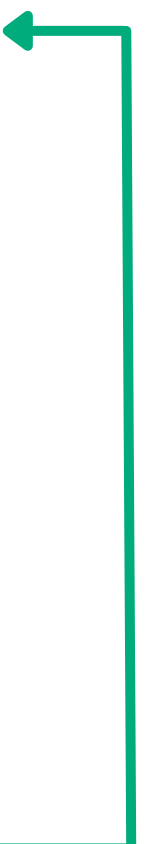
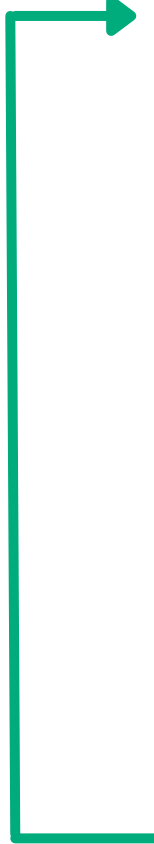
Sector-based Roundtables

- Health and Life Sciences
- Food and Ag
- Advanced Mobility
- Forestry and Watershed Management
- Others
- Others

Strategy-based Roundtables

- Creating an environment to be the most business-friendly region in California
- Investing in broadband infrastructure and digital skills
- Others

- Workforce partners
- Major employers
- Labor
- Climate justice advocates
- Jurisdictions (counties and cities)
- Community-Based Organizations
- Direct community representation
- Small businesses
- Tribes



Preparing for the Planning Phase

Research

- Summarize current economic and community conditions
- Define "clean jobs"
- Identify economic growth opportunities

Backbone Support and Governance

- Setting planning tables -- Forming and managing inclusive regional governance structures that support decision-making

Community Engagement

- Survey, focus groups, interviews, forums, events, engaged research, and other mechanisms to engage diverse community members

Capacity-Building and Technical Assistance

- Increase capacity for community-based organizations to participate
- Assist regional entities in their development of business plans to elevate for application for state CERF implementation funds

Panel Discussion

Moderator: Evan Schmidt (Valley Vision)

Pat Fong Kushida

Sac Asian-Pacific Chamber

Heidi Hill Drum

Tahoe Prosperity Center

Lon Hatamiya

The Hatamiya Group

Kim Williams

Sac Building Healthy Communities

Cecilia Flores

Sac ACT

Breakout Rooms

The background features three teal speech bubbles of varying shapes and sizes, each containing three small teal dots. Several teal arrows are scattered around the bubbles, pointing in various directions, creating a sense of movement and discussion.

1. What about the CERF excites you?
2. What concerns do you have?
3. What kind of added capacity or assistance do you need to enable your organization, entity, or community to participate?

Next Steps - Developing a Regional Application

- Outreach and workshops
- Application development
- Development of "Starter Collaborative"
- Bi-weekly application planning meetings to kick off June 1



<https://forms.gle/oC39KHKdkpFBgmir8>

Sacramento Region Planning Phase
Application Process SURVEY