



valley vision

Community Inspired Solutions



Community

Economic

Resilience

Fund

Sacramento Region CERF Application Workshop

Thursday, June 2, 4pm to 6pm

Goals + Agenda:

- Deep dive into the Planning Phase application requirements
- Discuss the process for putting together our region's CERF application

Welcome and Introductions

Setting the Stage

Goals + Agenda

Application Process Overview

Overview of Regional Efforts

Participating in the Application Process

Next Steps: Subcommittees

Q&A + Jamboard

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
- At this stage, we're planning how we will plan

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



CERF 101

PLANNING

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

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

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 and Background
 - 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)

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

Use of Funds

Allowable Use of Funds

- Research
- Data, planning, and communications tools
- Community outreach and engagement
- Participant compensation
- Consultant fees

Unallowable Use of Funds

- Expenses not related to CERF planning efforts
- General operational costs not directly related to CERF planning efforts

Scoring Criteria & Reporting

Scoring Criteria

- Objectives and Vision
- Capacity
- High Road Elements
- Project Plan
- Governance Structure

Reporting Requirements

- Monthly and Quarterly Reports
- Planning Phase Final Plan
- Regional Summary Report
- Lessons Learned Report
- Evaluation Report

Timeline

Event	Date
CERF SFP release	May 26, 2022
Last date to submit inquiries for the webinar	June 8, 2022 by 5:00 pm PT
Deadline to preregister for the informational webinar	June 13, 2022
Informational webinar	June 15, 2022 at 10:00 am PT
Deadline for Notice of Intent to Apply	June 22, 2022 by 5:00 pm PT
CERF Application Packages due	July 25, 2022 by 3:00 p.m. PT
CERF Application Package review and evaluation	July 26 – August 09, 2022
Award announcements	September 2022
Deadline to appeal (optional)	August 09, 2022
Estimated planning project start date	October 01, 2022

Overview of Regional Efforts - Regional and Sub Regional Economic Development Strategies



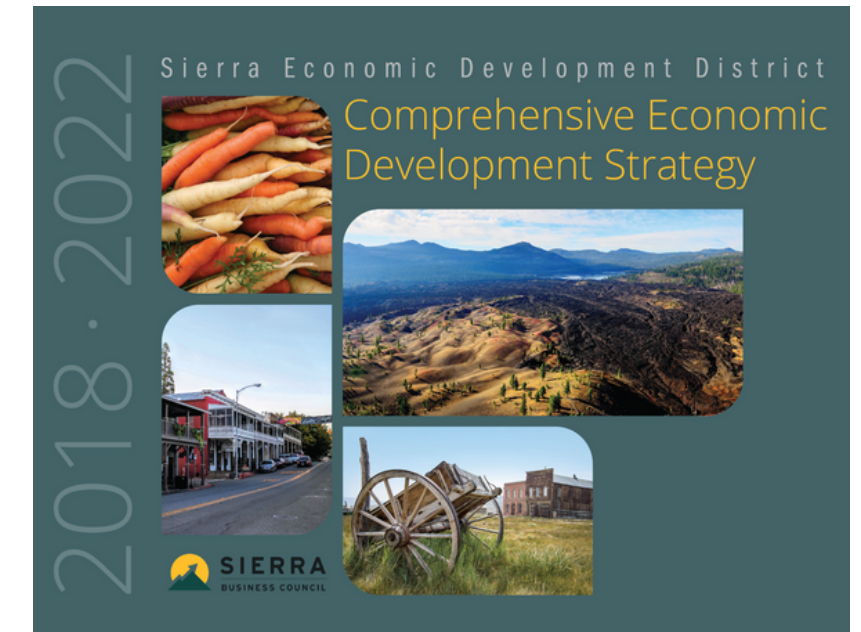
Prosperity Strategy
CEDS*



Envision Tahoe



Yuba-Sutter EDD**
CEDS



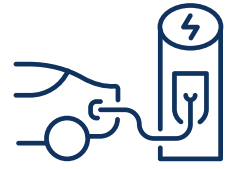
Sierra EDD
CEDS

*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



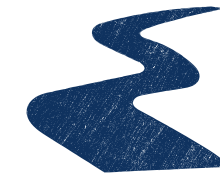
- Tourism



- Closing the digital divide



- Creating a business-friendly environment



- Infrastructure Limitations
- Others

Q & A

Participating in the Application Process

To participate or not.....

- Participation in the application process provides a meaningful opportunity to shape our region's application and priorities
- There will be opportunities for funding and capacity support that align with key strategies; these will depend on the decisions and priorities of the Collaborative
- There will also be some funding to support participation in the collaborative
- We will ask for commitments to share CERF-related information with your partners and networks and potentially to sign onto, and help build partnerships for the Collective Partnership Agreement Letter

Next Steps - *Planning Subcommittee Charges*

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

Next Steps -

Work plan to submit an application on July 25

- Establishing SUBCOMMITTEES
 - *Research and Evaluation*
 - Half day workshop first week of June/last week of July
 - *Community Engagement*
 - Half day workshop first week of June/last week of July
 - *Capacity-Building and Technical Assistance*
 - Half day workshop first week of June/last week of July
 - *Governance*
 - Three to four meetings in June and July
- Subcommittee DELIVERABLES
 - Charter
 - Scope of activities to achieve the above charge
 - Budget
- Documenting and making available planning activities and RESOURCES
- Developing the Collective Partnership Agreement LETTER with partner sign-ons

Q & A

Next Steps -
Subcommittee Survey



Please fill-up this survey to indicate which
Committee you'd like to participate in

Q&A + Jamboard



- Who else would you like to see represented in this application process?
- What are the important essential qualities of a healthy, diverse collaborative?