



COMMUNITY ECONOMIC RESILIENCE FUND

Nevada County Roundtable

February 7, 2023 from 3pm to 5pm



About Valley Vision

For 27 years, Valley Vision has served as a trusted nonprofit civic leadership organization in the region, driven by a “triple bottom line” approach of co-equally advancing social equity, economic prosperity, and environmental sustainability, and with a proven record in bringing diverse groups together to develop long-term solutions to the region’s greatest problems. This history of civic leadership and engagement runs across local, regional and statewide platforms, and across sectors and disciplines.

Setting the Stage

- CERF is a huge opportunity for our region
- This is new and different - there isn't a playbook!
- BUT we do have pre-existing resources and strategies we can draw from
- As the regional convener, 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

Overview of the CERF Program

Community Economic Resilience Fund ("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**.

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 Sacramento Region



Includes the counties of:

1. Colusa
2. El Dorado
3. Nevada
4. Placer
5. Sacramento
6. Sutter
7. Yolo
8. Yuba

PLANNING PHASE

- 13 regions, up to \$5M each
- Regional Collaboratives - Inclusive planning groups that include balanced representation from:
 - Labor
 - Business
 - Community
 - Government
 - Indigenous communities
 - Economic Development
 - Philanthropy
 - Education
 - Workforce
 - And others
- 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
 - Supported by the Collaborative

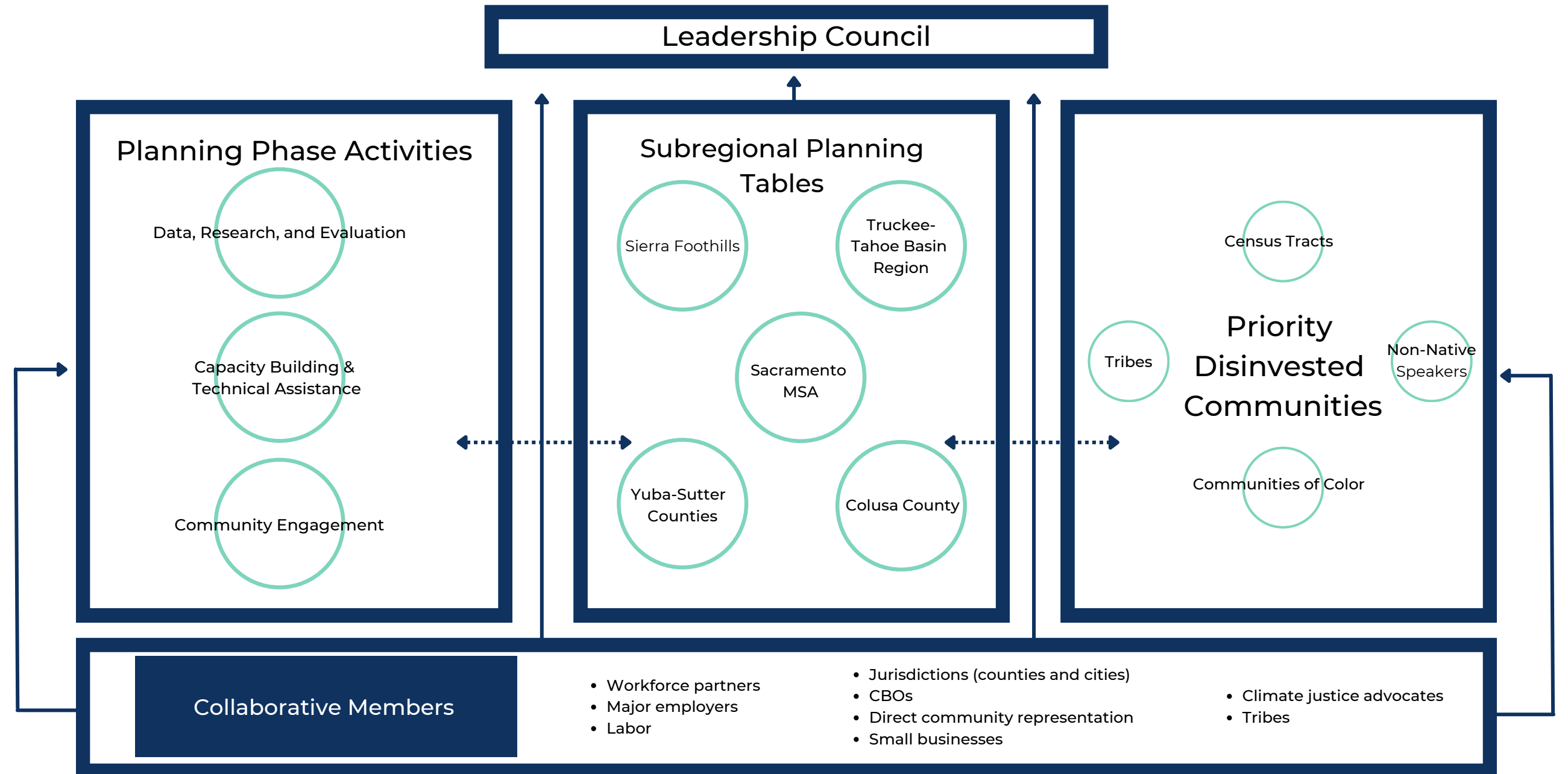
CERF Vision & Impact for Our Region

CERF is a transformative opportunity that allows us to establish a collective vision for our region in a way that includes and uplifts those who are typically left out of these processes. Through CERF we will:

- 1 Provide an opportunity to build a comprehensive regional inclusive economic development vision
- 2 Elevate historical marginalized communities and activate supportive projects
- 3 Create a pipeline for investments to support inclusive economic development projects through CERF and other sources
- 4 Build regional capacity for collaboration and strategies for place-based economic development that go beyond CERF

Proposed Governance Structure

Valley Vision is the Regional Convener and Fiscal Agent for our region.



Subregional Planning Tables

Sierra Foothills

**Truckee-
Tahoe Basin
Region**

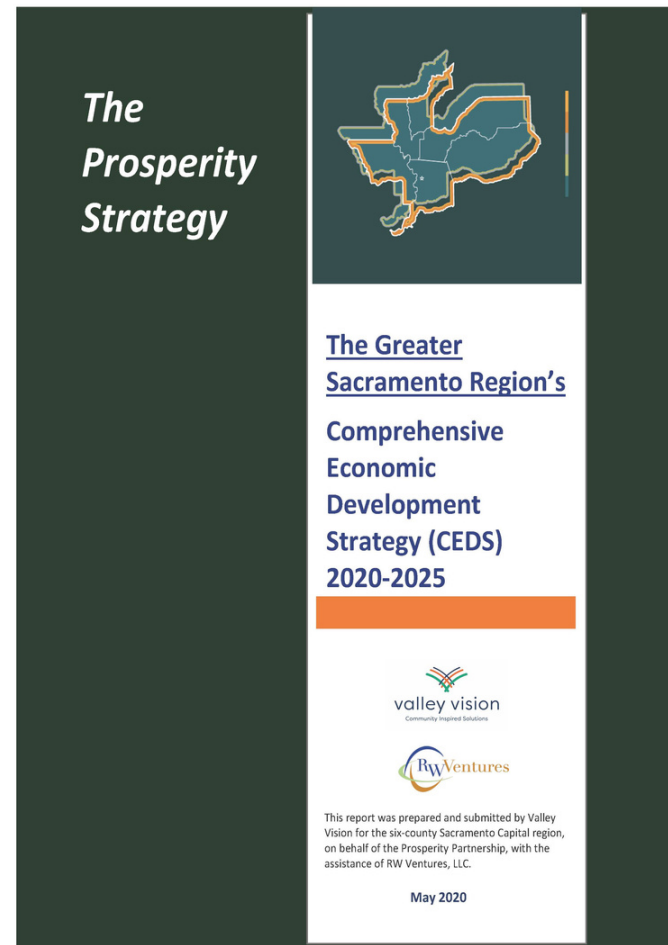
**Sacramento
MSA**

**Yuba-Sutter
Counties**

Colusa County

- Take into account the different economies and needs within our region, as identified during our application process
- Jointly led by "hub partners"
 - Subregional Convener
 - Subregional Outreach and Engagement Leader
- Each region will have representatives on the leadership council
- Activities
 - Research
 - Community Engagement
 - Capacity-Building & Technical Assistance

Regional and Subregional Economic Plans



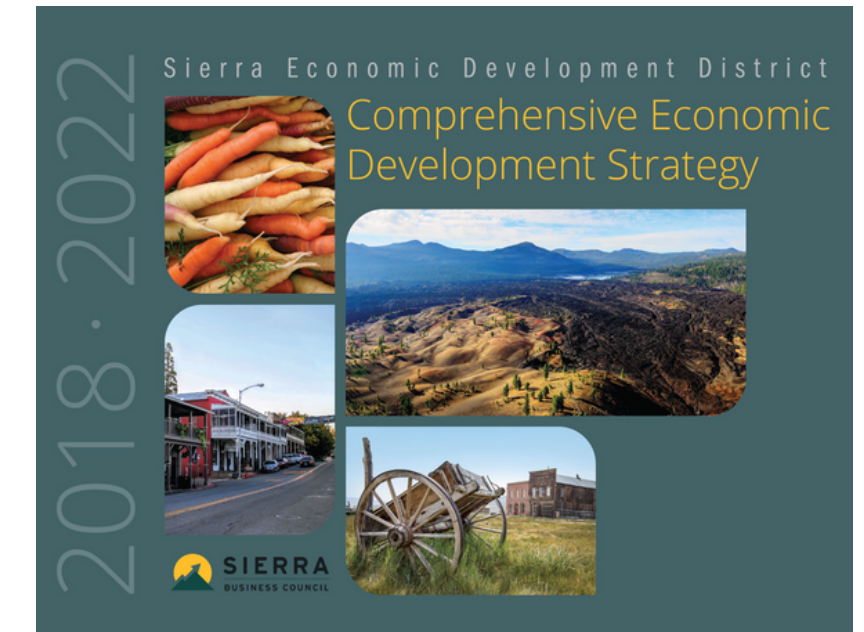
**Prosperity Strategy
CEDS***



Envision Tahoe



Yuba-Sutter EDD
CEDS**



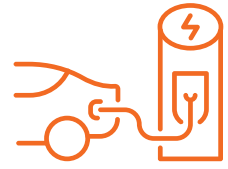
**Sierra EDD
CEDS**

***CEDS = Comprehensive Economic Development Strategy**

**** EDD = Economic Development District**

And others...

High Growth 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

Attend Our CERF Kick-Off Event

- February 13, 9AM - 11AM
- Hybrid Event
- Visit www.valleyvision.org and click the banner at the top or visit our events page

Join the Collaborative

- Communicate and seek alignments of the region's priorities, opportunities, and challenges
- Identify and activate high priority projects in the region together

Subregional Planning Tables

- Keep an eye out for an email invitation

Sign-Up for our CERF Newsletter

- Visit our [CERF web page](#) under the "Other Ways to Stay Engaged" section
- <https://www.valleyvision.org/projects/community-economic-resilience-fund/>

Q&A

Discussion

Discussion Questions

1

What about 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?