



Discussion Notes

Key Issues in the Community

- Infrastructure issues make it difficult to attract and keep businesses
- There is a huge digital divide in these counties
- Workforce Development is critical. It's a real struggle right now within the communities
- Inflation has been very challenging for low-income communities. Where do they go to get started for those who want to start a new business? With emphasis on those who have language barriers and need to understand how to be competitive
- Health equity gap in certain communities

Concerns about CERF

- Sometimes in these regional plans, they steer towards what the urban communities need and rural communities get overlooked.
- From a population standpoint, we only make up 8% of the population for the region. We really need to make sure we're talking to the right people and that they're engaged and involved

Opportunities

- BioMass could align with this
- Infrastructure, anything that might make us more competitive to attracting businesses and keeping them (applies to both counties)
 - With the number of trucks that go through our region, a possible opportunity is converting trucks to clean energy
- Agtech

Outreach & Engagement Strategies

- Survey tool for folks who can't show up to meetings, usually have a good survey return rate
 - A lot of people have said that if someone asks the questions, they will give a full response, especially for the small communities
- In Spanish speaking communities, traditional forms of outreach aren't successful. Outreach target should be community orgs
- Important to engage with the Supervisors from each county so they truly understand the collaborative benefits and can work together. We don't want this to hit them in the decision making, we want them aware during the process

Other Comments

- Missing the business sector at today's roundtable
 - Small Businesses
- Also missing Sunsweet and Adventist Rideout

Q&A



Yuba & Sutter County Roundtables

Thursday, June 30, 9am - 11am



- **What is the timeline for the planning phase?**
 - The planning phase will be about 18 - 24 with an estimated start date of October 1, 2022. The actual timeline for the activities of the planning will be set by the Collaborative
- **What will be conducted in the planning phase?**
 - Based on the activities outlined in the [CERF Guidelines](#), Valley Vision has identified 4 areas of activity. Backbone Support & Governance; Capacity Building and Technical Assistance; Community Engagement; and Data, Research, and Evaluation. These 4 categories also make up our subcommittees. More information on these activities and the subcommittees are available on slides 17-18 of the presentation.
- **Have guidelines for Tribes been released?**
 - No, the state has yet to release the guidelines for the \$20M worth of funds for Native American Tribes. The proposed timeline calls for the release of the Tribal Funding Opportunity solicitation after release of solicitations for both the Planning and Implementation Phases of the CERF program.
- **If we identify infrastructure as a priority, can we leverage CERF funds to go after other funding?**
 - Yes, that is a possibility. Our goal is that the regional plan created in the planning phase will go beyond CERF. If done well, we can set projects up to be ready and competitive for other funding opportunities.