

**CERF HRTC Meeting
November 9, 2023
8:30 to 10:00am
Zoom Video Conferencing**

<https://us02web.zoom.us/j/86993468590?pwd=bkRibjZGaCtoSVFZMTNxNEtwN2ZJdz09>

**Webinar ID:
869 9346 8590**

AGENDA

1. Call to Order
2. Public Comments
3. HRTC Comments and Updates
4. Walnut Daisy Farm- Economic Development Pilot Awardee
5. Environmental and Economic Justice for Community Resilience
6. Catalyst Proposal Update
7. Adjourn

Appendix:

Economic Development Pilot Project Executive Summaries

Project Readiness Info

CA Jobs First Project Readiness



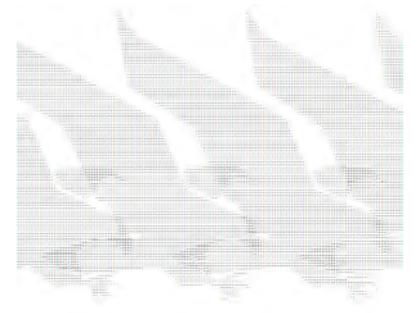
Walnut and Daisy Urban Farm: Piloting Community-Led Development in Santa Ana, Orange County



OVERVIEW LOOKING AERIAL



CRECE
URBAN FARMS



What is the Walnut and Daisy Urban Farm?

1) **Urban farming:**
a strategy for healthier,
more sustainable,
locally-owned and
produced food systems,
drawing on deep
knowledge in our
communities



What is the Walnut and Daisy Urban Farm?

2) **Community-Ownership**: incubation space for **worker-owned businesses**, aka **cooperatives**, as economic development strategy



What is the Walnut and Daisy Urban Farm?

3) Community Land Trust (CLT) model for resident-led development



What is the Walnut and Daisy Urban Farm?

4) Selected as **CERF Pilot Project** by the State of California

Press Release

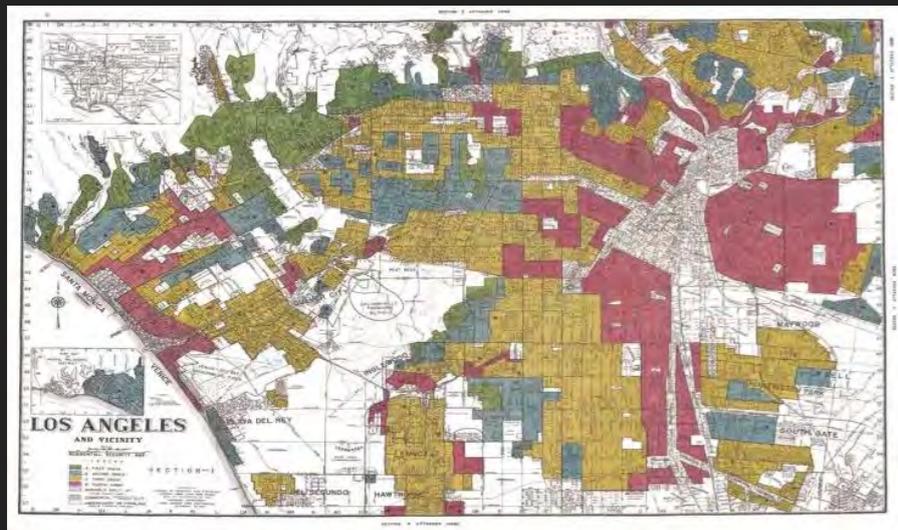
California Awards Nearly \$40 Million for Communities to Build Industries of the Future

Published: 5/24/2023

SACRAMENTO – Today, Governor Gavin Newsom announced \$39 million in state funding going to economic development projects across the state that support California's transition to a low-carbon, green growth future. The funds, awarded through the

Context of the Development Process

- History of top-down economic models, red-lining, extractivism, and displacement, still perpetuated today
- Planning and design happen with little to no public participation



Historic redlining; Displacement of small latinx serving businesses in Downtown Santa Ana; Evictions

WHICH IS THE RIGHT WAY TOWARDS SUSTAINABLE DEVELOPMENT?

LACK OF OPEN SPACES

Santa Ana is one of the most park poor cities in the US, with only **1.6 acres of park space per every 1,000 residents**. In comparison, Irvine has 37 acres of park space per every 1,000 residents.



BUSINESS DISPLACEMENT

Even though over **\$12 Million** has been invested in revitalizing the downtown, **35+ latino serving businesses have closed** in the past 6 years.

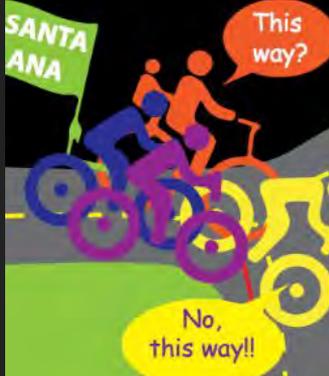


HOUSING CRISIS*

6 out of 10 apartments spend **30% or more** of household income on rent. **41%** of households have more than 5 people.

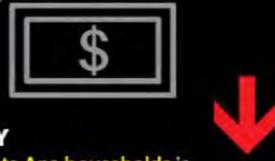


IF WE KEEP GOING THIS WAY... WHERE WILL WE END UP?



ECONOMIC INEQUALITY

The median income for Santa Ana households is \$20,000 below the median for Orange County. In the Lacy neighborhood, **1 in 10 households survives on less than \$10,000 a year.**



DANGEROUS STREETS

Santa Ana has a population largely dependent on walking, biking, and public transit to get to school, work, and shopping. However, Santa Ana streets are among the least secure to walk and bike. **In 2010, there was a reported total of 285 injuries and 6 deaths** due to vehicle & pedestrians/bicycle accidents.



HEALTH

1 in 2 ninth graders in Santa Ana Unified School District are **overweight or obese**. **10%** of adults in Santa Ana have **Diabetes**, the highest rate in the County and among the highest in the state.



OPEN SPACES

Santa Ana can provide much needed open space to families in park-poor neighborhoods using collaborative models, such as the community-public-private partnership that facilitated the development of the Familias Corazones Verdes Park and Community Center and the school-city partnerships that fund jointly used facilities throughout the city.



MICROFARMING

Community gardening and urban farming provide healthy food, exercise opportunities, and supplement the economy of local families.

AFFORDABLE HOUSING

A community land trust can take land off the market and put it into the community's hands. Santa Ana can create housing that is permanently affordable.



COMPLETE STREETS

In 2015, the City secured more than \$11.5 million in funds to improve bike safety with the support of Bike It! youth, and in Spring 2016 a campaign was launched to develop a Central Santa Ana Complete Streets Plan with the support of the Santa Ana Active Streets coalition. These partnerships must continue.

COMMUNITY LANDS, IN COMMUNITY HANDS

TRABAJOS DIGNOS

The City has an ability to require living wage jobs and local hire programs on projects with public support, or on City-owned land.



Community-driven Development

In Santa Ana (and in other places) adopting term of community-driven development, from the bottom up, to meet local needs, centering the participation with, and talents of, local residents.



Guiding Values of Community-driven Development

- Addressing root causes, and immediate needs
- Ongoing, direct participation and decision-making by local residents
- Popular education
- Capacity building, both for residents and institutional partners (who often don't know how to work with the community)
- Language justice, not just English-Spanish, but making sure language and formats are accessible and understandable for everyone

Methodologies of Community-driven Development

- Surveys
- Door-to-door outreach
- Community meetings of diverse sizes and formats
- Community art
- Iterative and creative processes
- Participant action research

Elements we think distinguished us for selection

- Community engagement
- Put workers first
- Environmental sustainability
- Recognition as a community resource by the City
- Implementation ready

What is a Community Land Trust (CLT)?

▶ A non-profit organization led by community members that **permanently** acquires, owns, and stewards **LAND** for the common good. Often providing:

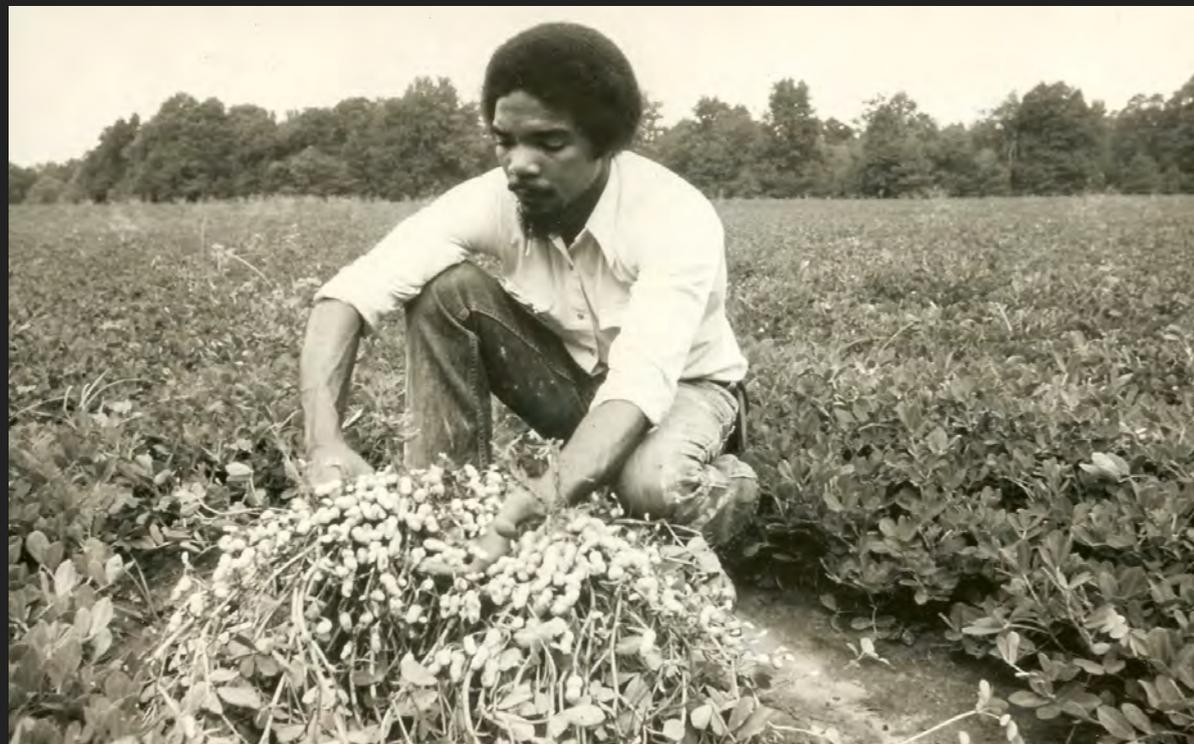
- ▶ Affordable housing
- ▶ Open space
- ▶ Agriculture
- ▶ Commercial spaces
- ▶ Preservation



Single-family home developed by Oakland CLT (Source: Oak CLT)

CLTs in the United States

- ▶ CLTs originated in the 1960s in Albany, Georgia
- ▶ Over 277 CLTs across the U.S. with over **36** CLTs in California



“ the only way African Americans in the Deep South would ever have the independence and security to stand up for their rights – and not be punished for doing so – was to own the land themselves.” -Rev. Charles Sherrod, President of New Communities, Inc.

CLTs in the United States



(cltnetwork.org)

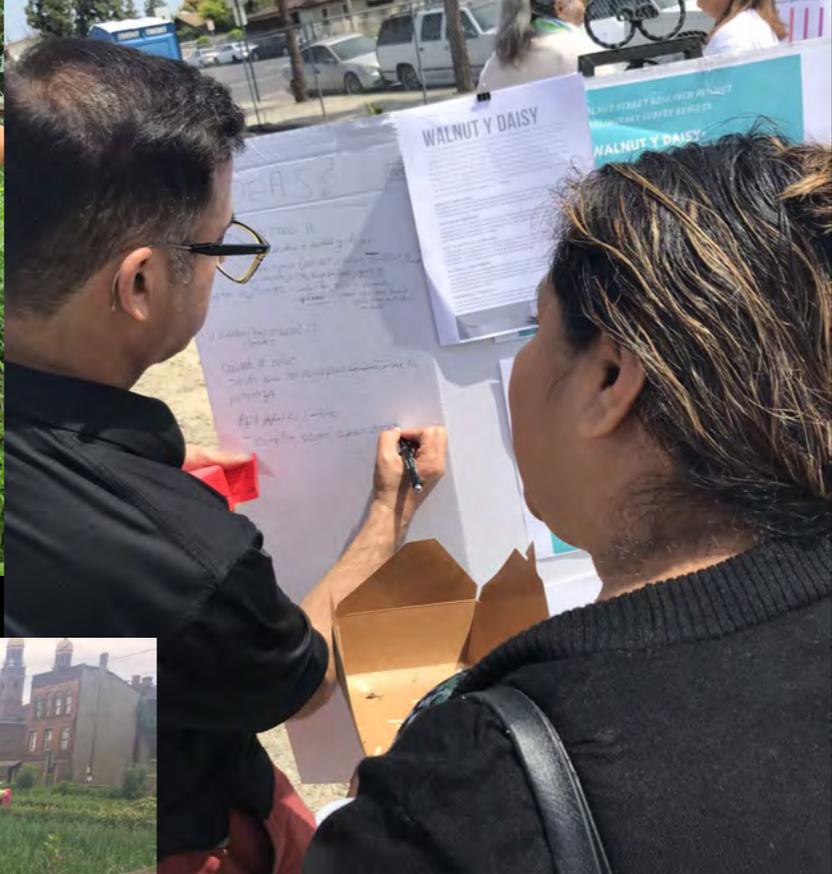
First CLT Project in SA



Resident-Driven Development

- ▶ From 2016 - 2018, THRIVE conducted door-to-door surveys and over 20 community outreach events, and used community art projects to engage residents







First CLT Project in SA



Partnership with Cooperación Santa Ana

- Cooperación Santa Ana envisions a strong, locally-owned, shared economy, where products and services are created with **dignity and respect for the people** who work them and the **planet** that sustains us.
- Cooperación Santa Ana offers **training, coaching and incubation**, and organizes a cooperative network and a fund governed by Orange County cooperatives.



What is a Cooperative?

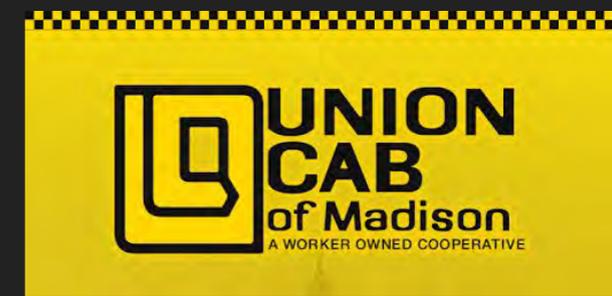
A cooperative is an “autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise.”



Worker Cooperatives

Worker cooperatives are owned and governed by the employees of the business. They operate in **all sectors** of the economy and provide workers with both employment and ownership opportunities.

Examples include employee-owned food stores, processing companies, restaurants, taxicab companies, sewing companies, timber processors and light and heavy industry.



Putting Workers First

Jobs at worker cooperatives tend to be **longer-term**, offer extensive **skills training**, and provide **better wages** than similar jobs in conventional companies. Furthermore, worker cooperatives offer opportunities for greater participation in management and governance decisions that help the business succeed.

The New York Times concludes, “by placing workers’ needs ahead of profits, they address the root cause of economic disparity.” (3/23/14) More than half of worker cooperatives in the United States today were designed to **improve low-wage jobs** and build wealth in communities most directly affected by inequality, **helping vulnerable workers build skills and earning potential, household income and assets.**

Cooperative and Small Business Incubation at Walnut and Daisy

SALSA Food Hub
La Milpa Cafe
Arte en Lana
El Mercadito Carrusel
Community events
Office rental



Partnership with CRECE Urban Farms

- CRECE supports new and emerging black, indigenous, and people of color (bipoc) urban farmers and food stewards to create a just transition to a community-owned food system
- CRECE Urban Farms is committed to building a local food system through democratic stewardship of land and life-giving workspaces that nourish our bodies, mind, and spirit



Partnership with CRECE Urban Farms

OUR IMPACT 2023

50+

Santa Ana Locally Supported Agriculture program serves 50+ families.



500+

500+ lbs of organic waste diverted from landfills monthly



0.4

Stewarding .4 acres of land.

2.0

Caring for 2 Beehives.

35

35 Trees planted.

Implementation Ready

- THRIVE Santa Ana, Cooperacion Santa Ana, and CRECE Urban Farms named as community resources in the General Plan.
- Pre-development completed
- General contractor paying prevailing wages
- Disposition and Development agreement; 99-Year Lease
- Seeking \$1.2 million in development costs
- And funds for land acquisition
- In total \$3.8 million

Thank you

- ▶ luis@thrivesantaana.org
- ▶ nateg@cooperacionsantaana.org
- ▶ ana.urzua@cooperacionsantaana.org

Questions?

Environmental and Economic Justice for Community Resilience

Presented by Garry Brown and Melanie Schlotterbeck

Created with support from Dyana Peña



Community Economic Resiliency Fund (CERF)

- “ The purpose of the CERF funding is to build an equitable and sustainable economy across California’s diverse regions and foster long-term economic resilience in the overall transition to a carbon-neutral economy”
- Core Pillars to Economic Development:
 - Resilient
 - Sustainable
 - Equitable
 - Globally Competitive

Resilient Environment

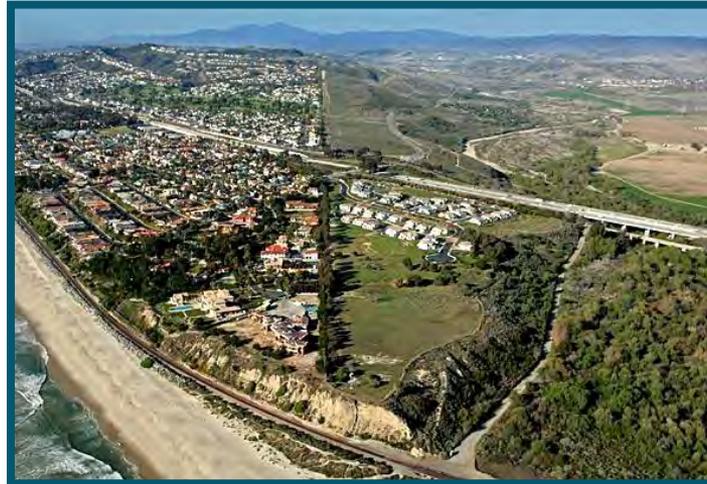
- Climate resilience
- Renewable Energy
- Environmental Justice
- Pollution Prevention
- Equitable Access to Outdoors



Quality of Life

Resilient Economy

- Accessible, safe jobs
- Equitable transition for workers
- Proactive policies
- Incentive programs
- Tourism



UCI Wiping Out Food Waste



OCTA Electric and Hydrogen Fleets



OCSD Tri Generation- Heat, Electricity, Hydrogen





Which industries should the HRTC focus on for catalyst funding? (Please select up to 5 industries only)

- Agriculture, Forestry, Fishing, and Hunting
- Mining
- Utilities
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Transportation and Warehousing
- Information
- Finance and Insurance
- Real Estate Rental and Leasing
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Administrative and Support and Waste Services
- Educational Services
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Other Services (except Public Administration)
- Public Administration



THRIVE Santa Ana Community Land Trust



Current Opportunity: Catalyst Funding Program

2 Core Goals:

1. Inclusive planning to build shovel-ready projects.
2. Maximize funding and reduce timelines.



Green Vision Map



Implementation of GV Map

- Acquisition of Parkland
- Restoration
- Marine Protected Areas
- Conservation Easements
- Wildlife Corridor Connections



Projects Ready for Funding



Acquire West Coyote Hills (Fullerton)
Friends of Coyote Hills & City of Fullerton

AN OVERVIEW OF THE IRVINE-LAGUNA WILDLIFE CORRIDOR



Irvine-Laguna Wildlife Corridor (Irvine)
Laguna Greenbelt, Inc.



Indigenous Collaboration

- Traditional Ecological Knowledge
- Nature-Based Solutions
- Planning
- Cultural Easements
- Sacred Site Protection



Projects Ready for Funding



Acquire the Goodell Property (HB)
Bolsa Chica Land Trust



Orange County Museum of Indigenous
Culture and Natural History (Irvine)
Orange County Museum Coalition



Science-based Solutions

- Best Management Practices / Low Impact Development
- Pollution reduction
- Greenhouse gas reduction



Projects Ready for Funding



Drought Response Outreach Program for Schools (DROPS) - Replication OC
Coastkeeper, Climate Resolve, and GGUSD



Fairview Park Habitat Restoration (Costa Mesa)
City of Costa Mesa



EJ Outreach and Action Projects

- Community-Led
- Inclusive of Labor Community
- Accessible Pathways
- Paid Internships/Apprenticeships
- Fair Wages
- Safe Working Environments
- Services to Increase Access to Workforce and Workforce Equity (Childcare, Transportation, Housing)



Projects Ready for Funding



Soil-Lead Bioremediation (Santa Ana)
OC Environmental Justice

Ask your child's doctor about a lead test.
Even small amounts of lead can harm a child's health.

Hasta pequeñas cantidades de plomo pueden hacer daño a los niños.

Pregúntele al médico de su hijo acerca del examen de plomo en la sangre.

 www.ochealthinfo.com/lead
Phone/Teléfono: (714) 567-6220
twitter.com/ochealth
facebook.com/ochealthinfo



Public Health Studies- OC Health Care Agency
and CalOptima



Water Projects

- Capture and Recycle
- Permitting
- Harmful Algal Blooms
- Stormwater management
- Rainwater Catchment
- Flooding/Inundation
Preparation
- Erosion/Beach Replenishment



Projects Ready for Funding



Water Recycling (Laguna Beach)
Pacific Marine Mammal Center



Purple Pipes- Recycled Water
Irvine Ranch Water District



Planning

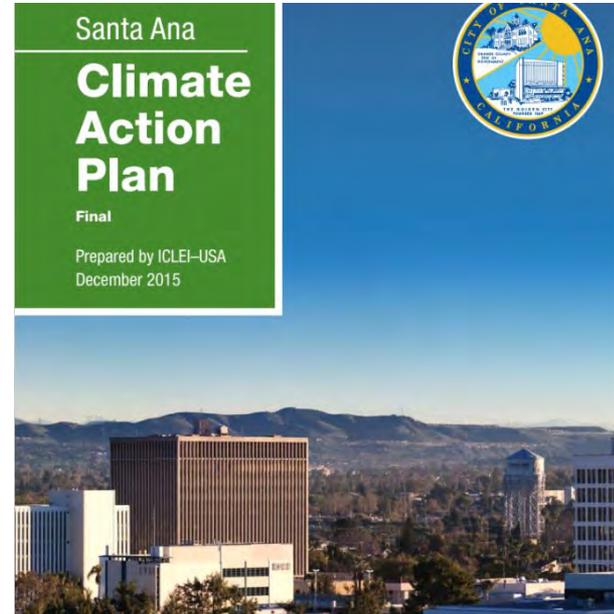
- Climate Action Plans
- Climate Resilience Plans
- Restoration Plans
- Stewardship Plans
- Community Wildfire Protection Plans



Projects Ready for Funding



Randall Preserve Resource Planning (NB)
Banning Ranch Conservancy



Climate Action Plan (Santa Ana)
Climate Action Campaign & City of Santa Ana



Urban Greening

- Tree Plantings
- Shade (Canopy & Structures)
- Access to Water
- Access to Parks/Open Spaces
- Community Gardens



Projects Ready for Funding



Bristol-Tolliver Street UG Project (Santa Ana)
City of Santa Ana

Native Tree Preservation Policy (County lands)
County of Orange or Tree People Programs



Infrastructure Projects

- Solar Panels
- EV Charging Stations
- Cool Streets/Roofs
- Trail Creation/Repair
- Bike Lanes/Connected Paths
- Lane Reduction Projects
- Complete Streets
- Pervious Pavement (Parking Lots, Alleys, etc.)
- Mixed-Use Zoning



Projects Ready for Funding



Birch St. Community Connections Study (Brea)
City of Brea and OC Transportation Authority

North Ridge Trail Repair (Brea)
California Department of Parks & Recreation



Education & Research

- Environmental Education
- Environmental Stewardship
- Volunteer Days
- College Curriculum
- STEM/STEAM
- Bird Monitoring/Trends
- Water Monitoring



Projects Ready for Funding



Student-led Research Projects
OC Coastkeeper (Countywide) and Institute for
Conservation Research and Education



Christmas Bird Count (Countywide)
Sea and Sage Audubon



Conclusion

Kids Ocean Day 2017
Huntington State Beach
June 1, 2017



Budget Breakdown

- \$9 million for pre-development projects (TBD)
- \$2 million for Regional Convener and other partners
- \$1.5 million for up to 5 Industry Sector Coordinators (TBD)
- \$1.5 million to fiscal agent

Regional Convener and Other Partners (\$2 mil.)

- OCBC- \$1.25 million
 - Full-time Project Manager with annual salary of \$100,000
 - Current staff supporting the work
- Collaborative Members Compensation- \$420,000
- Research- \$100,000
- Outreach and Engagement- \$180,000
- Software (EMSI, Zoom)- \$20,000
- Misc (Interpretation Services, Hot Spots, Facilitation)- \$25,000

5 Industry Sector Coordinators (1.5 mil)

- Support the HRTC in cataloguing projects
- Apply for state, federal, and private grants
- Align HRTC-identified projects with federal funding
- Liaise with partners to build an ecosystem around identified industries or sectors
- Provide or procure Technical Assistance for Implementation grant applications and administration.
- Contracted Work

Explain how the HRTC may expend Catalyst Program funds to support pre-development of projects that prioritize equity, sustainability, job quality and access, economic competitiveness, and economic resilience.

- Compensate members of the Collaborative who would not be able to participate otherwise.
- Fund local organizations to conduct regional outreach and engagement activities to identify most impactful projects.
- Contract with five Sector Investment Coordinators, tasked with promoting system change and alignment activities.
- Invest in “exploratory”, “last-mile”, and “ready-to-go” projects, that align with existing California Jobs First priorities and that are diversified based on region, community benefit, and spectrum of collaborative members/topical areas.

Explain how the proposed activities may advance the objectives of the CERF Planning Phase and the goals of the HRTC.

- Sustains the broad and diverse disinvested community perspective central to the collaborative
- Allows for the process to meet disinvested communities "where they are" to ensure community voice is expressed and represented
- Prepares pre-development projects to be connected to other sources of funding for actual implementation.
- Allows support for pre-development projects that are not funded through the collaborative to be connected to other sources of funding.
- Make a variety of investments throughout the region and multiple industries will broaden the impact, allow for greater community investment and supports a sustainable economy.

As best as can be explained at this time, explain how existing HRTC governance structures and decision-making processes may be adapted to integrate Catalyst Program activities.

- Maintain the current governance structure
- Keep as many of the current members as possible
- Catalyst meeting agendas will be most likely be dominated by pre-development projects

Explain how the HRTC may use Catalyst funds to expand outreach, engagement, and shared decision-making with the region's disinvested communities.

- Consultation and engagement on which types of projects would be most impactful
- Contract with CBOs who have a proven track record of engagement with residents of disinvested communities
- Have 8 community members/residents who live in disinvested census tracts and who personally meet the definition for disinvested communities serve on the collaborative
- Ensure other organizations on the collaborative whose mission and goals are to help and support communities who have been historically known for being disinvested

Explain how the HRTC will prioritize Catalyst funds reaching disinvested communities in procurement and project selection.

- Leverage the same database for organizations to potentially do outreach and engagement during CERF Planning Phase
- Leverage stakeholder group contacts
- Utilize maps to verify that projects are located where the need is
- Ensuring the collaborative has a significant number of members who are from or represent disinvested communities
- Disinvested community members will identify which projects would be most impactful



Award List and Project Summaries

The California Employment Development Department (EDD), in coordination with the Labor & Workforce Development Agency (LWDA), the Governor’s Office of Planning and Research (OPR) and the Governor’s Office of Business and Economic Development (GO-Biz), announced today it has awarded \$39,148,710.71 of the Community Economic Resilience Fund: Economic Development Pilot Projects to eight organizations for Program Year 2022-23 (PY22-23) Solicitation for Proposals (SFP). Awardees and project summaries are listed below. Funding decisions are final.

Project List

Applicant Name	Project Name	CERF Region	Award
Alchemist Community Development Corporation (Alchemist CDC)	Alchemist Public Market	Greater Sacramento	\$7,898,506.00
Cooperacion Santa Ana	Walnut-Daisy Urban Farm	Orange County	\$3,802,367.71
Noyo Harbor District	Noyo Harbor Revitalization	Redwood Coast	\$3,203,872.00
Pace Finance Corp (PFC)	PACE Green Loan Fund (PGLF)	Los Angeles County	\$5,000,000.00
Siskiyou Economic Development Council	Integrating Innovation and the North State’s Working Landscape	North State	\$2,145,000.00
Stanislaus Business Alliance, Inc d.b.a. Opportunity Stanislaus	Bioeconomy, Agriculture, and Manufacturing (BEAM) Initiative	Northern San Joaquin Valley	\$3,602,786.00
United Way Fresno and Madera Counties	High Roads to Good Jobs and Prosperity in the Central Valley	Central San Joaquin Valley	\$10,000,000.00
Ventures	Latino Workers and Entrepreneurs Resiliency Pathway	Central Coast	\$3,496,179.00



Project Summaries

Alchemist Public Market

Applicant:

Alchemist Community Development Corporation (Alchemist CDC)

Contact:

Sam Greenlee

Phone: 916-598-3032

Email: sam@alchemistcdc.org

Award: \$7,898,506.00

Key Partners:

Dreyfuss + Blackford Architecture, City of Sacramento, Assemblymember Kevin McCarty, Former Senator Dr. Richard Pan, NorCal Resist, Valley Vision, MMS Strategies, Stoel Rives LLP, Sutter Health, Sacramento Promise Zone Financial Institution Collaborative, Umpqua Bank, The River District

Project Description:

Alchemist Public Market is a place-based infill project in Sacramento's emerging River District that will build a pipeline for under-served entrepreneurs to start new food businesses, provide workforce development for workers with high barriers to employment, create an attractive and energetic community gathering place, and offer access to quality food and produce from local producers. The all-electric campus will include a shared-use incubator kitchen, a social enterprise café, a retail store featuring products from small Sacramento makers and grocery staples, and a co-working office. It will also be home to eight small incubator restaurants with a shared outdoor food court, ample shade structures, a weekly farmers' market, an inclusive playground, outdoor patio space, and more. The project will serve as an engine of equitable, inclusive economic development and a public gathering place abounding with retail, while filling a vital role in commercial anti-displacement strategy.



Walnut-Daisy Urban Farm

Applicant:

Cooperacion Santa Ana

Contact:

Ana Urzua

Email: ana.urzua@cooperacionsantaana.org

Award: \$3,802,367.71

Key Partners:

The Walnut-Daisy Urban Farm project is a collaboration between three community-based and resident-driven organizations and groups: Cooperacion Santa Ana, THRIVE Santa Ana Community Land Trust, and CRECE Urban Farms. SALSA Food Hub LLC and La Milpa Café are worker-owned cooperatives that will be tenants at the farm. Prehispanic Weaving Artist, Gelacio Mendez, will also have tenancy at the site. The City of Santa Ana is also a key partner on the project's land development and acquisition.

Project Description:

The Walnut-Daisy Urban Farm pilot project will develop an urban micro-farm for BIPOC farmers, a cooperative cafe and an artisan shop, a community gathering space with outdoor seating and a stage, as well as an office and a marketplace for local produce and value-added items sold by local, BIPOC-owned micro-enterprises, including worker-owned cooperatives. The micro-farm will be developed in an "environmental justice" community, on a plot of land that is held by THRIVE Community Land Trust which aims to pilot community stewardship of land, based on direct participation of residents and sustainable economic development that meets the needs and vision of local residents.



Noyo Harbor Revitalization Plan

Applicant:

Noyo Harbor District

Contact:

Anna Neumann

Phone: 707-964-4719

Email: noyohd@yahoo.com

Award: \$3,203,872.00

Project Description:

The Noyo Harbor Revitalization Plan was submitted by the Noyo Harbor District. This project will fund the development of a new ice facility and the Entrepreneurial Marine-Based Training Program & Community Fish Market. The development of a new ice facility will help stabilize and retain over 300 deckhand/captain, processor and shipper jobs in the Harbor, and transition 100 jobs to higher wage positions. The Entrepreneurial Marine Based Training Program & Community Fish Market will work to foster job creation, skill development, and improve job quality and access to capital for commercial fishers. This program would provide small business owners and emerging entrepreneurs with skill development and opportunities for revenue generation, peer-to-peer learning, and community partnerships to grow and expand their businesses. The establishment of a consistent and robust community fish market will act as an incubator to allow businesses to experiment with the new skills, tools and processes they acquire during training and mentoring.



PACE Green Loan Fund (PGLF)

Applicant:

PACE Finance Corp (PFC)

Contact:

Mimi Cheung

Email: mcheung@pacela.org

Award: \$5,000,000.00

Key Partners:

- PACE Business Development Center – provides referrals and outreach
- California Infrastructure and Economic Development Bank (iBank) & California Capital Access Programs (CalCAP) – provides loan guarantees
- Merriwether & Williams – provides capacity-building and technical assistance

Project Description:

Pacific Asian Consortium in Employment (PACE) is a non-profit organization that creates economic solutions to meet the challenges of employment, environmental justice, business development, education and affordable housing. For almost fifty years, more than 1.4 million individuals have come to PACE seeking a guiding hand to obtain a job, start their own business, improve their financial literacy, assure their children's success and create a better quality of life for themselves and their community. As a community development financial institution (CDFI), PACE will launch the Green Loan Fund I (PGLF) to promote the creation and expansion of green businesses in the Los Angeles region with objectives on solving the climate crisis and economic inequality.

PGLF is a revolving loan fund that will assist approximately 20 green companies in the Los Angeles region with loans ranging from \$25,000 to \$500,000. The flexible financing will provide entrepreneurs with working capital and/or growth with particular focus on providing high quality jobs. PACE has a successful track record in providing access to capital to minority and marginalized entrepreneurs as an award-winning SBA Women's Business Center, SBA Microlender, SBA Community Advantage Lender, the only U.S. Department of Commerce Minority Business Development Agency Business Center in Southern California and as 2 City of Los Angeles Business Source Centers.

CERF and PACE have aligned objectives in promoting equitable outcomes in disinvested communities. PGLF will assist green businesses committed to Governor Newsom's goal of achieving a carbon-neutral and climate-resilient economy. Equally important, the loan fund will prioritize businesses that improve



the economic resiliency in disinvested communities by creating high quality jobs and/or improving environmental conditions.



Integrating Innovation and the North State's Working Landscape

Applicant:

Siskiyou Economic Development Council

Contact:

Tonya Dowse

Phone: 530-842-1638

Email: tonya@siskiyoucounty.org

Award: \$2,145,000.00

Key Partners:

Shasta Economic Development Corporation will serve as the second business innovation hub and provide programming, planning, and technical assistance services.

Project Description:

Integrating Innovation and the North State's Working Landscape will fund final construction costs to rehabilitate Yreka's Carnegie Library Building and convert it into a community-driven business and industry innovation hub to serve our regional working landscape sectors. The program will support the Siskiyou Economic Development Council and Shasta Economic Development Corporation in their missions to advance the North State's working landscapes industries via programming, planning, and technical expertise which will help agriculture, outdoor recreation tourism, and wood sectors develop new products, create high-road jobs, cross-collaborate, and develop climate resiliency practices. Thus, integrating Innovation in the North State's Working Landscape is a model for equitable investment in severely disadvantaged communities.



Bioeconomy, Agriculture, and Manufacturing (BEAM) Initiative

Applicant:

Stanislaus Business Alliance, Inc d.b.a. Opportunity Stanislaus

Contact:

Karen Warner

Email: karen@beamcircular.org

Award: \$3,602,786.00

Key Partners:

The BEAM Initiative is engaging diverse partners across the North San Joaquin Valley, including over thirty organizations who are part of the Leadership Council of the newly launched Circular Bioeconomy Innovation Collaborative (CBIO Collaborative), a coalition formed to develop a circular bioeconomy innovation ecosystem in the NSJV. BEAM Circular, incubated at Opportunity Stanislaus, is co-leading CBIO Collaborative alongside UC Merced and Lawrence Berkeley National Laboratory. Stanislaus County has served as lead investor in the formation of the BEAM Initiative, and Merced and San Joaquin Counties are members of the CBIO Collaborative Leadership Council.

Project Description:

The Bioeconomy, Agriculture, and Manufacturing (BEAM) Initiative is a cross-sector collaboration to advance the circular bioeconomy in the North San Joaquin Valley (NSJV), with a focus on growing a bioindustrial manufacturing industry cluster that will generate inclusive access to family sustaining jobs across the region.

The BEAM Initiative will advance equity in the NSJV through the expansion of job quality and access, with specific focus on reducing barriers to entry among disinvested communities; accelerate bio-based innovations in sustainability that will propel the transition to a carbon-neutral and climate-resilient economy; improve the region's economic competitiveness through the development of a new industry cluster and vibrant innovation ecosystem; and foster economic resilience via diversification of our local industry base into a growing global sector that complements the region's strengths in food and agriculture.



High Roads to Good Jobs and Prosperity in the Central Valley

Applicant:

United Way Fresno and Madera Counties

Contact:

Coreen Campos

Email: ccampos@uwfm.org

Media Contact:

Haley White

Email: hwhite@uwfm.org

Award: \$10,000,000.00

Key Partners:

Key partners include Central Valley Community Foundation-DRIVE Initiative, Economic Development Corporation, Access Plus Capital, and Fresno Coalition for Digital Inclusion.

Project Description:

We envision an inclusive economy that fosters long-term economic resilience for the most disinvested community members throughout the Central San Joaquin Valley (Fresno, Madera, Tulare and Kings). The objectives of this program are to:

- Provide high road pathways to thousands of quality good jobs that meet labor standards (including renewable industry employment pathways toward a carbon-neutral economy). This includes job training for more than 1,434 participants.
- Advance entrepreneurship and access to capital through business technical assistance and accelerator programs to hundreds of minority business owners to a minimum of 210 entrepreneurs receiving business education and access to capital.
- Promote and advance organizations working to provide coordinated, social safety net referrals to remove barriers to economic opportunity streamlining historically piecemeal services and accelerating economic equity. More than 40,000 safety net community referrals with over 2,000 based on need for a personalized referral for whole person



care to ensure people can remove barriers that prevent their participation in workforce development, education or training.

- Provide digital infrastructure in priority communities focused on those digitally disinvested and in affordable housing areas. Expanding and augmenting digital access: Extension of the FUSD LTE system to support SCCCED education and workforce students will impact up to 30,000 residents with 700 impacted immediately. High speed fiber connectivity for residents in affordable housing will catalyze future development.



Latino Workers and Entrepreneurs Resiliency Pathway

Applicant:

Ventures

Contact:

Maria Cadenas

Email: maria.cadenas@sccvonline.org

Award: \$3,496,179.00

Key Partners:

El Pajaro Community Development Corporation (El Pajaro CDC)

Project Description:

Latino Workers and Entrepreneurs Resiliency Pathway, which includes Ventures' Familias con Mas (FcM) financial capability model, which prioritize financial education and individual coaching as foundational stepping stones for underserved communities in San Benito, Santa Cruz, and Monterey counties. Supplementing FcM, El Pajaro CDC's revolving loan program will support members of the target community to start cooperative businesses and engage in a sustainable, strong recovery after the devastation of COVID-19.

Ventures and the El Pajaro CDC will conduct the following activities:

- Annually serve 500 working-class Latinos who will attend in-person classrooms, web-based workshops, and individual coaching that focus on predatory lending, budgeting, credit/debt, and banking. Participants will gain knowledge about credit building and entrepreneurship to further financial goals and awareness of other programs.
- Educational outreach on cooperative development, including in homecare and climate related industries and related market and business feasibility studies.
- El Pajaro CDC will support the project with its Emprasari@ business incubation program, which offers lower-resourced startup companies assistance in establishing and raising capital for their businesses, with specialization in childcare, food industry, and other sectors. Supporting these companies as well as community members that participate in Ventures services, El Pajaro CDC will offer a \$1,500,000 revolving loan fund that will provide capital to eligible and identified program participants over the two-year grant period (\$750,000 per year, on average).

California Jobs First Community of Practice

Thursday, October 26, 2023



CERF Upcoming Program Activities

October 2023	Nov./Dec. 2023	2024
CERF Interagency Convening	Catalyst Application Closes	Tribal Set-Aside for Planning and Implementation SFP Development Process
CERF Rebrand Launch	Final Regional Plan Part 1 Due	Implementation: Project Selection Criteria Available
Program Evaluation: CERF ToC Workshop Cont. at CA FWD Summit		Summer: Full Regional Plan Due
Project Readiness Definitions Available		Summer: Implementation Phase SFP Release



CALIFORNIA JOBS FIRST

California's approach to building an inclusive and resilient economy for all, good-paying jobs, and prosperous communities.

1. Partnership with CA Jobs Regions
2. Encompasses broad portfolio of investments across LWDA, GO-Biz, and OPR



What This Means

- Strengthened commitment to program objectives: equity, climate, job quality and access, economic competitiveness, economic resilience
- Continued engagement in systems-change work centering disinvested communities

Next Steps:

- Brand Guide, including regionally informed communications toolkit
- Full rollout early 2024



**Building a Community-Led,
Climate-Forward Economy**

California Jobs First Project Readiness



Project Readiness Stages

Project development towards readiness



Exploratory

Last-mile

Ready-to-go

Catalyst Predevelopment Phase projects

Implementation Phase projects

Project Readiness Stages

- **'Exploratory'** projects
 - early stages of development
 - may be just an idea or a back-of-the-envelope plan
 - may need dedicated funding to study and develop into potential projects
- **'Last-mile'** projects
 - completed feasibility assessments (if applicable)
 - feasible/viable projects to achieve their stated objectives
 - undergone initial steps towards development and must clear a few additional hurdles
- **'Ready-to-go'** projects
 - have completed *all necessary and possible steps* to be ready for implementation upon receiving funding
 - for construction projects = 'shovel-ready'

Project Readiness Requirements

At any stage of readiness, projects receiving California Jobs First funding will need:

- Project overview, with objectives, scope, workplan with timeline, and budget
- Identified service or benefits recipients
- Project sponsor
- Project team (internal staff and external partners)
- Community partnerships
- Potential risks to project's implementation or delivery of successful outcomes
- Approval by California Jobs First Regional Collaborative (formerly HRTC)
- Explicit alignment with California Jobs First Regional Plans
- Clear explanation of what grantee will deliver by end of grant, and clear explanation of what project success looks like and how success will be measured
- Be able to be completed within the expenditure deadline of September 2026, or have phases that are able to be completed within this timeframe

Exploratory projects

Only require base-level criteria (from previous slide)

Last-mile projects

- Completed feasibility study if applicable
- Some necessary plans or studies completed such as but not limited to: needs assessment, business plan, environmental assessment, site plan, preliminary engineering report, management plan, community outreach and engagement plan, or other plan or study necessary for the success of the project
- Potential funding sources identified

Ready-to-go projects

- All necessary and possible plans or studies completed. The required plans or studies will depend in part on whether the project is a capital (construction) project or not
- Additional funding sources secured or soon-to-be secured (if applicable)

Ready-to-go construction projects

- Construction projects must include the following:
 - Proof of site control
 - Preliminary permitting and approvals
 - Additional criteria as defined by the Interagency Team (anticipated release date in early 2024)

Project Readiness Next Steps

- Share slides and accompanying document
- Early 2024: more guidance coming
- Readiness contractor

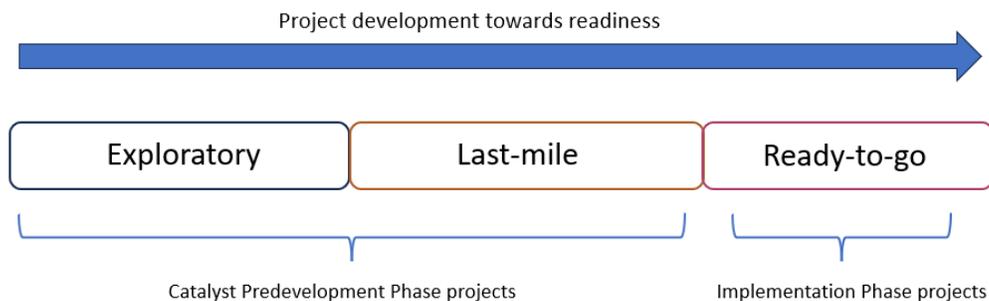


California Jobs First: Project Readiness

California Jobs First will invest up to \$450 million statewide (\$162M in the Predevelopment Phase and \$268M in the Implementation Phase) in projects that support a community-led, climate-forward economy. Through the Predevelopment Phase, each region will develop a portfolio of projects designed to attract additional federal, state, and private investment while building the economy envisioned by each California Jobs First Regional Collaborative (formerly HRTC). Implementation Phase investments will fund projects that directly support the investment strategies identified in each Regional Plan.

Stages of project readiness

Projects are divided into stages of readiness. Criteria for each stage are defined below.



Regional Collaboratives may direct Predevelopment Phase funding to projects meeting the criteria of 'exploratory' or 'last-mile' with the intention of developing them towards 'ready-to-go.' All projects identified as 'ready-to-go' by June 2024 will be eligible to submit proposals for California Jobs First Implementation Phase funds or other relevant funding sources. Since all California Jobs First contracts must be completed by September 2026, the scope of the deliverables and outputs for each phase must be based on what is feasible to complete within the period of performance.

At all stages of readiness, Predevelopment and Implementation project proposals will need the following to be considered eligible:

- Project overview, with objectives, scope, workplan with timeline, and budget
- Identified service or benefits recipients
- Project sponsor
- Project team (internal staff and external partners)
- Community partnerships
- Potential risks to project's implementation or delivery of successful outcomes
- Approval by California Jobs First Regional Collaborative (formerly HRTC)
- Explicit alignment with California Jobs First Regional Plans

- Clear explanation of what grantee will deliver by end of grant, and clear explanation of what project success looks like and how success will be measured
- Be able to be completed within the expenditure deadline of September 2026, or have phases that are able to be completed within this timeframe

Ready-to-go projects have completed *all necessary and possible steps* to be ready for implementation upon receiving funding. To be considered ready-to-go, projects should have:

- Completed necessary plans or studies such as but not limited to: needs assessment, business plan, feasibility study, environmental assessment, site plan, preliminary engineering report, management plan, community outreach and engagement plan, or other plan or study necessary for the success of the project. The required plans or studies will depend in part on whether the project is a capital (construction) project or not.
- Additional funding sources secured or soon-to-be secured, if applicable
- Construction projects must include the following:
 - Proof of site control
 - Preliminary permitting and approvals: list of required permits, approvals, etc. to build the project and timeline of when they have been acquired or expect to be acquired
 - Additional criteria as defined by the Interagency Team (anticipated release in Winter 2024)

Last-mile projects have completed feasibility assessments and are considered feasible and viable projects to achieve their stated objectives. These projects have undergone initial steps towards development and must clear a few additional hurdles (e.g. site selection, permitting, environmental review) before being considered ready-to-go. Last-mile projects should have:

- Completed feasibility study if applicable
- Some necessary plans or studies completed such as but not limited to: needs assessment, business plan, environmental assessment, site plan, preliminary engineering report, management plan, community outreach and engagement plan, or other plan or study necessary for the success of the project
- Potential funding sources identified

Exploratory projects are in the early stages of development. They may be an idea or a back-of-the-envelope plan and may need dedicated funding to study and develop into potential projects and conduct feasibility assessments. There are no additional requirements of exploratory projects other than the basic requirements for all projects described above.

Resources

- [Milken Institute Predevelopment Guide](#)
- Community Infrastructure Center [Predevelopment 101](#)
- HR&A Advisors [Infrastructure Funding Navigator](#)