



Data, Research, and Evaluation Half-Day Workshop

Meeting Goals & Agenda

Tuesday, July 12, 2022; 1pm to 4pm via [Zoom](#)

Meeting Goals

1. To provide an overview of the data, research, and evaluation requirements of the Community Economic Resilience Fund (“CERF”);
2. To discuss some of the existing data and research assets in our region;
3. To discuss the values that should guide our region’s CERF data, research, and evaluation work, as well as identify research needs and proposed activities.

Agenda

- I. Welcome and Introductions (~15 mins.)**
 - a. Evan begins meeting at 1:03 pm with an overview of the purpose of the meeting and the introductions of participants.
- II. Introductions from Co-Leads (~10 mins.)**
 - a. Aaron Wilcher, Centers of Excellence
 - i. Shares excitement about the CERF project. Interested in hearing what the attendees have to offer and input.
 - ii. Coming to an understanding of what is needed. Also planning and tracking will be important.
 - iii. Our Work is not prescriptive., it is responsive. We want to be informed by both community input and research and data.
 - b. Tina Glover, Sacramento Area Council of Governments (SACOG)
 - i. Gives a brief overview of her role and SACOG’s work.
 - ii. Shares excitement about having a well rounded group of committee members from different organizations.
 - iii. Excited about branching out but concerned about data with smaller counties (i.e. Public data). This could be a challenge.
- III. CERF Overview (~5 mins.)**
 - a. Isa gives an overview of CERF.
- IV. Setting Our Values (~10 mins.)**
 - a. Isa shares the 5 values: Equity, Inclusivity, Transparency, Respect, & Action.
 - b. Feedback from the group:
 - i. Sustainable economic development should also be a core value for the region.
 - ii. I appreciate the brevity but want to be sure our values are action-oriented. Defining equity is different from being equitable so we should be clear on that. Inclusivity is ensuring that those we intend to help are at the table
- V. Overview: Establishing Our Foundation (~30 mins.)**

- a. CERF Data, Research, Evaluation Goal, Framework, and Requirements
- b. Some Existing Research and Data Assets
 - i. [2021 Regional Progress Report](#)
 - a) Q: Did you all do any data on technical training?
 - (1) Yes, that would fall under the “some college” section.
 - ii. [North Far North Regional Consortium Strategic Plan](#)
 - iii. COE Economic Update
 - a) [Subscribe to Quarterly Newsletter:](#)
 - (1) Q: : Do you work with other sectors to see what needs are within those sectors? For example, the forestry sector.
 - (2) A: Yes, a colleague of mine is working on a statewide effort for workforce development in forestry management. We also have other projects and have partnered with other organizations such as Valley Vision. An example of that would be the Northstate Planning & Development Collaborative. We can speak more about this offline as well.
 - (3) Q: To clarify: as part of the process, are we going to be identifying growing industry sectors and creating strategies for workforce development?
 - (4) Evan- Yes, that’s a piece of it. We want to know where our market sectors are and create pathways to those sectors while also thinking about recovery and resiliency, sustainability, etc.
 - iv. [Nevada County Workforce Opportunity Profile](#)
 - v. [Prosperity Strategy](#)

VI. Question & Answer + Initial Reflections (~10 mins)

- a. Could compare income with UW self-sufficiency wages or MIT Living Wage estimates
 - i. Link shared in chat: <https://selfsufficiencystandard.org/california/>
 - ii. Link shared in chat: <https://livingwage.mit.edu/states/06/locations>
- b. There are intersections and that could be useful for us to recognize those. What makes a region unique are the assets in the communities. Recognizing this helps us open up to other players who are not typically included in the creation of these economic plans
 - i. Link shared in chat:
 - a) <https://www.arts.gov/impact/research/publications/industrial-design-competitive-edge-us-manufacturing-success-global-economy>
 - ii. Link shared in chat:
 - a) <https://arts.ufl.edu/sites/creating-healthy-communities/resources/wbite-paper/>
- c. In terms of resilience - What are the problems or how can we redirect a problem into an opportunity? What are the losses going to be and what do we need to do to transition people out of sectors and into new ones. I am worried about the

impact on homelessness these transitions can have, especially when we think about droughts, fires, etc. We need to make sure we can react to the climate and make that part of our strategy for the clean economy.

- d. I've been hearing a lot about the circular economy but much of it is from a top-down perspective. I want to open up to a bottom-up approach. We really just need to talk to the communities neighborhood by neighborhood because they know what they need.
- e. Q: Is there anything from the state about how projects will be evaluated? Some indicators change quickly and some take years. It may be difficult to link projects to indicators.
 - i. A: It will be difficult and it will require the state to provide more guidance as we get closer to the implementation phase. It will also require us to have processes that really bring community members into this
- f. Just wanted to also share that United Ways of California has developed the California Real Cost Measure. Unlike the official poverty measure which primarily accounts for the cost of food, the Real Cost Measure factors the costs of housing, health care, child care, transportation and other basic needs to reveal what it really costs to live in California. <https://www.unitedwaysca.org/realcost>

VII. Break (~5 mins)

VIII. Group Discussion (1 hour)

- a. Are there additional research and data assets that you'd like to elevate?
- b. What are some of our region's research needs that could help advance the CERF's purpose? For example: Understanding the scope of the "clean economy," defining a "green job"
- c. What are some of the activities that could support these needs, and who are the organizations or institutions who can help lead this effort?
- d. Could we use this opportunity to build more local capacity for data and research needs and what would that look like?
 - i. Jamboard Link:
<https://jamboard.google.com/d/1ZwaTtcJ1o0qhWBIY32eNwGAkVJpQ7gfmhqYgDI05U5s/viewer?f=5>

IX. Next Steps + Closing Remarks (~ 5 mins.)

- a. Meeting ended at 3:40 PM