



CERF Workshop Notes

June 2nd

**87 participants attended.

- Evan begins meeting at 4:03 pm.
- Shares overview of agenda and explains purpose of the meeting.
- Intros of speakers – James Corless (SACOG) & Kim Williams (Sierra Health Foundation - Building Healthy Communities)
- Participants introduce themselves within the chat.
- Evan shares how Valley Vision is setting the stage as a regional applicant.
 - Knowing that this is new and different. There isn't a playbook.
 - Core values and vision that we are holding: Creating container for co-owned solutions across diverse people/sectors. Centering efforts around disinvested communities. Building and implementing a more equitable and sustainable investment strategy.
- James shares thoughts on CERF – looking at how the highroad workforce good jobs and low carbon economy can come together in our mega region and transition to zero emission and clean transportation. We are already at the forefront. This will require a lot of infrastructure and labor. Which is a huge for the workforce, and partnerships with community colleges. Making sure low-income communities benefit. CERF grant could really help.
- Kim shares thoughts on CERF - we see this as a unique opportunity and focus on equity. Focus on the communities that are normally left out leveling the playing field. This grant will help bring organizations into the work.
- Isa shares information on the CERF program.
 - CERF is a one-time use of state general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic dev.
 - Program objectives include: Promote equitable /sustainable economic dev. Support inclusive planning. Align and leverage fed/state funding to maximize economic resilience.
 - Planning: 13 regions would receive \$5 million each, regional collaboratives, and economic plans.
 - Implementation: \$500 million total, creating projects that demonstrate proposed impacts to disinvested communities, support labor standards and job quality, complement existing funding sources.
 - Planning phase outcomes (2 main outcomes):
 - High Road Transition Collaborative:
 - Inclusive and equitable tables
 - Strong, sustainable partnerships



- Regional Economic Plans:
 - Analyses of current regional conditions focused on equity, sustainability, job quality and access, economic competitiveness and resilience
 - Strategies for economic recovery and transition
- What are the deliverables to come up with between now and July 25th (application deadline)?
 - Concept Proposal
 - Proposed workplan
 - Outreach and engagement
 - Collective Partnership Agreement letter
 - Application package exhibit
- Guidelines on Use of the funds
 - Allowable Use of Funds: Research, data, planning, consultant fees, etc.
 - Unallowable Use of Funds: Expenses not related to CERF, general operational costs not directly related to CERF
- Scoring Criteria and Reporting:
 - Scoring – Objectives and vision, capacity, high road elements, etc.
 - Reporting – Monthly and quarterly reports, planning phase final plan, lessons learned, evaluation report, etc.
- Isa shares timeline and deadline.
 - Important dates: Info webinar – June 15th, deadline to submit application – July 25th
- Some Regional Economic Strategies include:
 - Advanced manufacturing and mobility
 - Food and Agriculture
 - Health and life sciences
 - Tourism, etc.
- Question from chat: What is the intended nexus between Valley Vision's CERF application and regional broadband efforts?
 - Answer: Bridging the digital divide is a huge priority for the region. We have a broadband consortium that VV manages. We are in the process of reaching out to identify updated priorities because speed thresholds have changed which qualifies us for different kinds of funding. Great deal of money coming through state and federal agencies and we want to ensure we are aligned.
- Question: How do you see us being able to synthesize this information into a regional plan?
 - Answer: using the existing assets we have and create space for other priorities to emerge. The grant we help fund the plan.
- Question from chat: What is the timeline for the implementation phase?
 - Answer: Draft guidelines- Fall 2022, Final- Winter 2023



- Question: Is there a required CERF plan template or minimal requirements or do we propose that in our application?
 - Answer: The outline they provided is what we have. They haven't provided a template. So important that we plan.
- Evan shares what participating in the application process will look like.
- Evan shares subcommittee to help facilitate the planning process.
 - Research and Evaluation
 - Backbone support and governance
 - Community engagement
 - Capacity Building and Technical Assistance
 - Next steps establishing the subcommittees
- Question: Employer engagement is important. Do we want them in the planning process and if so what will be the ratio of participation?
 - Answer: Yes, we want employers to be involved. It will be part of our recruitment phase. We hope to cultivate meaningful engagement from our employers.
- Question from the chat: Is the intent to have the subcommittees active through the submission date on July 25 or through the entire CERF Planning Phase?
 - Answer: the hope is through the entire planning phase.
- Question: Regarding setting up committees, I noticed from Colusa the only folks involved is our county organizations, I am concerned about what outreach has been done within our county? I'm concerned about the level of participation in our county.
 - Answer: We are setting up a Colusa stakeholder meeting in-person. It will require sub regional level activities. What has been done so far isn't enough but we are looking to create that onramp and be sensitive to the needs in Colusa county.
- Question from chat: Do you expect much work for the committee members in-between meetings.
 - Answer: Our hope is not to burden everyone with much work but we haven't totally fleshed out what it will look like. We need to work on recruitment. We want to ask you as participants who else should be involved.
- Questions from chat: Are there county represented from any of the regions?
 - Answer: Not sure, we have reached out and worked with government partners to think about how to engage staff. We are also planning a stakeholder meeting for Yuba/Sutter.
- Question from chat: Is there a set of guiding principles or values we are using to bring people together around a shared CERF application?
 - Answer: Not a written out set out values, the state has articulated a core set of values for the program itself. I think it would be valuable to create our own set of values.
- Isa shares the subcommittee survey (QR code: link shared in chat)
- Attendees can share their thoughts on the following questions (Jamboard):



- Jamboard link:
https://jamboard.google.com/d/1wFlh2qBS0oDs4ldNVMzPUe3_HO76DrZ_bw12aqGeMo/edit?usp=sharing
- 1. Who else would you like to see represented in this application process?
 - a. GSEC, Tribal nations, United Way, CBO leaders, Youth, Unions, Labor -the-trades, Adult education, Waking the village, Food supply chain employers, BIPOC led orgs, k-12, Community Colleges, etc.
- 2. What are the important essential qualities of a healthy, diverse collaborative?
 - a. Trust, humility, compromise, respect, urgency, transparency, group agreements, centered on equity and inclusivity, all voices are heard at each of the meetings, participation ground rules community agreements, recognizing we are a diverse region, shared priorities, etc.
- 3. What are some of the guiding principles or values we are using to bring people together around a shared CERF application?
 - a. Speaking truthfully, racial equity inclusiveness environmental stewardship, community based approach, elevating community voice, collectively seeking abundance, action-oriented goals, keeping promises, mitigating climate catastrophe

Meeting ends at 5:20 pm.

Links shared in the chat:

Subcommittee Survey:

<https://forms.gle/Z7wTcsaPLdbhApQi8>

Jamboard:

https://jamboard.google.com/d/1wFlh2qBS0oDs4ldNVMzPUe3_HO76DrZ_bw12aqGeMo/edit?usp=sharing

Info about effort in Tahoe:

<https://tahoeprosperty.org/envision-tahoe/>

CERF Solicitations for Proposals Highlights:

<https://cafwd.org/resources/cerf-guidelines-highlights/>

Comments shared in the chat:



- A lot of great info here: <https://cafwd.org/resources/cerf-guidelines-highlights/>
- Roy Kim: I need to jump off for another commitment. SETA is happy to help where needed. Thanks.
- I am definitely interested in participating in anything related to broadband infrastructure, digital literacy, or affordability
- More of a comment than a question but I feel strongly that we need to be thinking collectively about how we have equitable representation on both the collaborative and the governance structures that are established.
- Isa: We are finalizing details but there will be a roundtable/engagement session in Colusa on the afternoon of the 30th
- Anthony Taula- Lieras: I need to jump off. This is a big project and the SRCF is happy to support. I am fine sitting on any of the committees. I understand we are planning to plan and I think this is big and complicated. Being intentional is important to ensure visibility and fidelity to health equity and ensuring the resources go to those who need it.
- It also falls on organizations in sub regions to participate. Valley vision can't force people to show up.
- Kristin and Heidi are helping represent Placer and El Dorado counties, SBC and ERC are representing Nevada County
- Heidi: Here's info about our effort in Tahoe! <https://tahoeprosperty.org/envision-tahoe/>
- JoAnna Lessard: I need to leave but I am happy to support review and comment on the application itself as needed, I likely can support a subcommittee and I can support outreach in Yuba County via the Integrated Regional Water Management Program (we have a big stakeholder list) and the Yuba Water Agency's SGMA program
- <https://forms.gle/Z7wTcsaPLdbhApQi8>
- Adrian: A lot of the questions speak to the challenge of having hyperlocal participation in a 7-county process. We need to make sure that direct service CBOs, churches, and others who serve community members are able to meaningfully participate.
- Jamboard:
https://jamboard.google.com/d/1wFlh2qBS0oDs4ldNVMzPUe3_HO76DrZ_bw12aqGeMo/edit?usp=sharing
- Khaim Morton: Have to go, very excited to see this and participate in the effort going forward to bring back resources that will help move our region forward
- Martin Ross: Health Education Council: Thanks for the inclusion. We have to head to another evening meeting. Looking forward to the progress. Please send us the slides and further news. We have skills with Engagement and Governance. Martin Ross (mross@healthedcouncil.org) Patricia Parra (pparra@healthedcouncil.org).
- Dr. Paul De La Cerda: we should be mindful to include existing collaborative efforts such as IPPS, Aggie Square, etc



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Community Inspired Solutions