



Award List and Project Summaries

The California Employment Development Department (EDD), in coordination with the Labor and Workforce Development Agency, 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 \$55,000,000 of the Community Economic Resilience Fund to 11 organizations for Program Year 2022-24 (PY22-24) Solicitation for Proposals (SFP). Awardees and project summaries are listed below. Funding decisions are final.

Project List

Applicant Name	Region	Award
Fiscal Agent: North State Planning and Development Collective – Chico State Enterprises Regional Convener: Partnership between Sierra Institute for Community and Environment and North State Planning and Development Collective – Chico State Enterprises	North State	\$5,000,000
Fiscal Agent: Arcata Economic Development Corporation Regional Convener: California Center for Rural Policy at CalPoly Humboldt	Redwood Coast	\$5,000,000
Fiscal Agent and Regional Convener: Valley Vision, Inc.	Sacramento	\$5,000,000
Fiscal Agent: Bay Area Good Jobs Partnership for Equity, with the San Francisco Office of Economic and Workforce Development as the Fiscal Lead Regional Convener: All Home	Bay Area	\$5,000,000
Fiscal Agent and Regional Convener: Sierra Business Council	Eastern Sierra	\$5,000,000



Applicant Name	Region	Award
Fiscal Agent: Merced Community College District Regional Convener: County of Merced, Department of Workforce Investment	Northern San Joaquin Valley	\$5,000,000
Fiscal Agent and Regional Convener: Central Valley Community Foundation	Central San Joaquin Valley	\$5,000,000
Fiscal Agent: Economic Development Collaborative Regional Convener: Economic Development Collaborative (EDC), Regional Economic Action Coalition (REACH), and Monterey Bay Economic Partnership (MBEP)	Central Coast	\$5,000,000
Fiscal Agent: Kern Community College District Regional Convener: Kern Coalition, a partnership between Better Bakersfield and Boundless Kern, Community Action Partnership of Kern, Kern Inyo and Mono Central Labor Council, Building Healthy Communities, and Kern Community College District	Kern County	\$5,000,000
Fiscal Agent: California Community Foundation Regional Convener: The Economic Development Corporation of Los Angeles County	Los Angeles County	\$5,000,000
Fiscal Agent: Charitable Ventures of Orange County Regional Convener: Orange County Business Council	Orange County	\$5,000,000



Project Summaries

North State

Applicant:

Fiscal Agent: North State Planning and Development Collective – Chico State Enterprises

Regional Convener: Partnership between Sierra Institute for Community and Environment and North State Planning and Development Collective – Chico State Enterprises

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Jonathan Kusel

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Award: \$5,000,000

“CERF will impact the North State region by forging strong partnerships and initiatives to ensure equity and inclusivity while bridging regional resources with economic needs and community benefits to improve social and environmental health of the 10-county region.”

Project Description:

In partnership, the Sierra Institute for Community and Environment (the Institute) and the North State Planning and Development Collective (the Collective) at Chico State Enterprises will lead the North State region’s High Road Transition Collaborative (HRTC) and facilitate an inclusive planning and collaborative process resulting in a regional plan. This process will center on climate initiatives, land stewardship, identification of high-growth sectors, and connection to sub-regional initiatives to build capacity and strengthen the region’s economic and workforce backbone.

The Institute and the Collective are committed to building strong partnerships through joint work and accomplishment ensuring sustainability of the North State CERF. The regional plan will support projects and policies that equitably advance regional and community needs.



Projects with multiple beneficiaries will sustain the HRTC. The Institute and Collective are committed to engaging in inclusivity and equitable investment.

For decades, rural economic development activities and natural resource and forest management initiatives have not generated a sufficient economic base or high-quality jobs in the region. Coupled with climate change, drought, overly dense forests and the pandemic, the North State Region faces increasingly catastrophic wildfire seasons and land in need of restoration. As a result, the region is faced with acute challenges along with new opportunities for innovation and growth across most sectors, communities and demographics.

Sierra Institute will serve as the regional convener and North State Planning and Development Collective will serve as the fiscal agent. By mutual agreement, the two entities will share leadership in convening the region, building on the strengths of each entity including topical expertise and existing partnerships.



Redwood Coast:

Applicant:

Fiscal Agent: Arcata Economic Development Corporation

Regional Convener: California Center for Rural Policy at CalPoly Humboldt

Contact:

California Center for Rural Policy

ccrp@humboldt.edu

(707) 826-3400

Award: \$5,000,000

" Abundant natural resources across its coastal, riparian, forested, and agricultural terrain, a growing number of projects deploying innovative technologies, committed intra- and inter-regional partnerships and strong leadership from county, municipal, and Tribal governments position Redwood Region RISE to make rapid progress toward our vision of equitable and sustainable economic development."

Project Description:

Redwood Region RISE is positioned to make rapid progress toward our Vision: over the next decade, the region will become a vibrant, regenerative economy catalyzed by the implementation of community-driven innovations and collaborative governance. Our Goals are: Build economic development capacity to maximize opportunities for growth and effective implementation of projects across industries, agencies, and disinvested/BIPOC communities; Create an inclusive and equitable regional economic plan aligned with existing plans and informed by data, community participation and community priorities; Increase diversity of the regional workforce employed in high road occupations by ensuring training and pathways to flourishing-wage careers for people historically under-represented in growth sectors; Identify funding opportunities driven by stakeholder participation in decision-making for priority projects.

A history of genocide, extractive practices and boom and bust cycles in timber, agriculture and cannabis industries coupled with the ravages of wildfires and pandemic-related shocks have acutely affected the region's disinvested communities. Opportunities including a pending off-



shore wind lease, energy microgrids, land trust-based affordable housing, the Noyo Harbor Ocean Science Center, Klamath dam removal project, and cooperative timber operations demonstrate the region's readiness to accelerate sustainable development and build inclusive blue and green industry clusters.

Arcata Economic Development Corporation is the Fiscal Agent. The California Center for Rural Policy at Cal Poly Humboldt, as Regional Convener, will manage the planning process. CCRP is a research and evaluation center using community-based participatory approaches to involve stakeholders in all phases of project activity and is committed to informing policy, building community, and promoting the health and well-being of people living in rural California.



Sacramento

Applicant:

Fiscal Agent and Regional Convener: Valley Vision, Inc.

Contact:

Isa Avanceña

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Award: \$5,000,000

"The Sacramento Region features diverse physical, geographic, cultural, and economic attributes. Profound demographic shifts have brought widening disparities, and the ongoing pandemic and ensuing economic fallout have further exacerbated hardships. The CERF program is a critical investment in our region's economic recovery and resilience, and will demonstrate the collective value and impact our region has when we work together."

Project Description:

The Sacramento Region HRTC will advance an inclusive, transparent, co-owned, and data-informed planning process. This process will support our goal of developing a regional economic recovery and transition plan that emphasizes job quality and access, economic competitiveness and resilience, regional equity, and long-term sustainability. It will also align with state policies across a broad range of objectives, including the need to advance a climate-resilient and carbon-neutral economy. To engage and share decision-making power, the HRTC will prioritize targeting disinvested communities; recognizing unique subregions and creating tailored processes as needed; and creating accessible channels to share input and lived experience, supported by culturally competent communications.

The Sacramento Region — Colusa, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba counties — features diverse physical, geographic, cultural, and economic attributes. Profound demographic shifts have brought widening disparities, and the ongoing pandemic and ensuing economic fallout have further exacerbated hardships. The healthcare sector has seen the fastest growth, but growth in other sectors, especially tradable industries, is needed to



diversify and grow the economy. Promising growth sectors include food and agriculture, forestry management, health and life sciences, and innovative clean mobility, and others.

Valley Vision is the Regional Convener and Fiscal Agent. 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. Valley Vision also manages large-scale financial operations, including distributing funds, adhering to state and federal regulations and financial controls, contracting, grant management, and reporting.

Bay Area

Applicant:

Fiscal Agent: Bay Area Good Jobs Partnership for Equity, with the San Francisco Office of Economic and Workforce Development as the Fiscal Lead
Regional Convener: All Home

Contact:

Jay Banfield

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Award: \$5,000,000

“Given the diversity of the Bay Area community and economy, BA-HRTC intends to honor the local without losing the power of the regional.”

Project Description:

The Bay Area High Road Transition Collaborative (BA-HRTC) re-envision regional economic development centered around equity, high-road employment, and climate resilience, and shaped by workers and community members. BA-HRTC will empower communities to participate in and lead regional development projects; build worker-industry partnerships that elevate worker voice and improve job quality, racial and gender equity, and climate resilience; invest in sub-regional economic planning; emphasize grassroots leadership of workers and disinvested communities; ensure meaningful community engagement; design projects that



prioritize racial, economic, and environmental justice; and leverage existing Bay Area economic and workforce development efforts.

Economic growth in the Bay Area has historically outpaced the nation, though the region's economic prosperity has not been shared by all communities and recovery from COVID-19 is uneven across the region. While the Bay Area economy includes a variety of robust industries—including information, professional services, education, healthcare, child and elder care, hospitality, manufacturing, construction, transportation, and agriculture—there are significant wage disparities among workers. For economic prosperity to reach all communities, the Bay Area must establish better pathways to high-road jobs and adopt strategies to improve job quality, while supporting the Bay Area's sub-regional economy.

All Home is the BA-HRTC's Regional Convener and Bay Area Good Jobs Partnership for Equity is the Fiscal Agent. All Home advances regional solutions that disrupt cycles of poverty and homelessness, redress racial disparities, and create economic mobility opportunities for people with extremely low incomes. The Bay Area Good Jobs Partnership for Equity (BAGJPE), an association of ten workforce development boards across the nine-county Bay Area region, will be the Fiscal Agent.



Eastern Sierra

Applicant:

Fiscal Agent and Regional Convener: Sierra Business Council

Contact:

CERF@sierrabusiness.org

(530) 582-4800 ext 103.

Award: \$5,000,000

"This process will catalyze a shift in our regional economy to new industry, create opportunities for adaptation, build a culture of collaboration, and create newfound prosperity for our residents."

— Erika Harvey, Project Director, Sierra Business Council

Project Description:

Sierra Business Council's (SBC) goal for the Eastern Sierra CERF Region is to develop a regional economic recovery plan and prioritized investment schedule that will generate sustainable high road jobs. SBC will build upon the skills and knowledge of local organizations and on-going regional processes through an inclusive, equitable, transparent, multi-lingual, data-informed planning process. The planning process will advance equity in the region by focusing on regional stakeholders, with special emphasis on historically marginalized groups in disinvested communities. This process will be governed by a diverse High Road Transition Council (HRTC) and a series of topical committees.

With a long history of work in the seven counties within the Eastern Sierra CERF Region, SBC understands how it has been impacted by the economic shifts generated by climate change and wildfire, the COVID-19 pandemic, and the housing crisis. In 2019, the Eastern Sierra had 92,103 jobs. More than half of total jobs were in the Service Industry, a quarter were Government Jobs, and the remaining were Non-Service Jobs.

SBC is the Regional Convenor and Fiscal Agent for the Eastern Sierra Region. SBC is best suited to represent the Eastern Sierra CERF region due to our:



Extensive network of businesses, community organizations, and local governments across the region built over 30 years

Recent experience infusing 100s of millions of dollars in capital and infrastructure investment into rural Sierra communities

Longstanding role in convening solution-focused stakeholder groups to tackle problems and elevating the triple bottom line



Northern San Joaquin Valley

Applicant:

Fiscal Agent: Merced Community College District

Regional Convener: County of Merced, Department of Workforce Investment

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(209)724-2041

Award: \$5,000,000

"The North San Joaquin Valley is a unique place and CERF is a once-in-a-generation opportunity. Never before has a regional coalition of grassroots organizations and economic development stakeholders come together to center prosperity on those who have been historically left-out. Together, we will develop a shared agenda and ensure that the investments that follow build the economies of our three counties in transformative ways."

Project Description:

The North San Joaquin Valley (NSJV) High Road Transition Collaborative (HRTC) was born from the engagement of nearly one hundred community-based, education, and economic and government organizations. This deep network of partners is wholly committed to a new framework of economic development, one that centers marginalized communities and that seeks to build a shared agenda for economic prosperity. The goal of the HRTC is to bring together a broad coalition of stakeholders to identify and champion economic development opportunities that have far-reaching impact on all residents, including the region's most disinvested communities.

The three counties that comprise the region – San Joaquin, Stanislaus, and Merced – are the most northern section of California's heartland. The region is unique in its economic and geographic relationships, with ties to the Bay Area and Silicon Valley, the Sacramento region to its north and Fresno to its south. This wide swatch of urban downtowns, farmland and



vineyards, the California Delta, and growing suburbs are home to three major universities, leading logistics and manufacturing companies, and more than 1.6M residents. The region also faces serious, longstanding barriers to economic development, environmental justice, and health equity.

The NSJV HRTC will be convened by the Merced County Workforce Development Board and the Merced Community College District will serve as the fiscal agent. Selected through a democratic process, the Workforce Board has a track-record of bringing together diverse stakeholders and is committed to serving as a neutral convener among a deep bench of respected stakeholders, experts, and grassroots organizations. The Workforce Board will be aided in this work through three county-specific organizations charged with engaging their respective communities in the work of the HRTC.



Central San Joaquin Valley

Applicant:

Fiscal Agent and Regional Convener: Central Valley Community Foundation

Contact:

ValleyCERF@centralvalleycf.org

Award: \$5,000,000

“Using just 1% of U.S. farmland, the Central Valley produces 25% of its food – a significant contribution to the health, safety and well-being of our nation. However, our region lags the state and nation by virtually every economic, environmental, and equity measure. Our coalition sees the CERF process as the opportunity of a lifetime – to add the capacity and resources that will help build a regional vision while still serving immediate community needs.”

Project Description:

The Valley CERF coalition shares a vision of a Central San Joaquin Valley that provides equitable, sustainable economic access to all. Through a community-driven process grounded in data that challenges biases and invites diverse viewpoints and experiences, we seek to answer this question, “What will it take to fundamentally transform our region and foster an inclusive, resilient and sustainable economy?” Our goals are (1) build/sustain four, local HRTCs that then inform the Regional Central San Joaquin Valley HRTC; (2) ensure a transparent process that shares power and responsibility; (3) implement an Outreach Plan that centers disinvested communities as “customers” of economic development investments; (4) develop the Economic Recovery and Transition Plan; and (5) participate in the statewide CERF community of practice.

Our region is globally distinctive for its agriculture economy with over 10,000 farming enterprises producing 350 commodities, including 60% of the nation’s fruits and nuts and 30% of its vegetables. Despite this bounty, the region remains one of the most persistently challenged in the United States. Disinvested census tracts are concentrated within this region at 4.5x the statewide rate.



The Valley CERF team includes the Central Valley Community Foundation (Fiscal Agent/Regional Convener); Tulare County WIB, Fresno State, United Way-Fresno/Madera Counties (local conveners); Urban Institute (research partner); California Forward (policy partner); Sierra Resource Conservation District, Yosemite / Sequoia Resource Conservation and Development Council (Climate/Mountain Region Research Partners).

Central Coast

Applicant:

Fiscal Agent: Economic Development Collaborative
Regional Convener: REACH

Contact:

Uplift@reachcentralcoast.org

Award: \$5,000,000

"The Central Coast is home to innovative companies, educational institutions and other assets shaping the future of space, air mobility, clean energy and beyond. By connecting the dots, removing barriers and building accessible career pathways, we can drive not just economic growth, but transformational opportunity for our region's more than 2 million residents."

Project Description:

The Uplift Coalition embraces a shared mission: to uplift our residents as we uplift our regional economy, growing from within to create transformative opportunities for more than 2 million people across an area larger than 10 states over more than 300 miles from Santa Cruz to Ventura.

The Uplift Coalition has engaged widespread regional participation to design a governance structure, build capacity, resource communities, and develop a stakeholder engagement plan to overcome geographic and socioeconomic barriers and realize a collective vision for an equitable and inclusive economy. Our ultimate goal is the creation of thousands of high-quality carbon-neutral jobs that are broadly and equitably accessible to all Central Coast residents.

This region faces persistent and emerging economic challenges: extreme income disparities, an overabundance of low-wage jobs, high costs of living, and acute, often highly uneven, impacts of climate change, the energy transition and the COVID-19 pandemic.

It is also home to a handful of future-oriented industries including space and aeronautics, renewable energy and technology as well as world-class educational institutions, military bases



and other economic drivers that can be linked and integrated to harness untapped potential and provide opportunities for residents to advance economically.

Regional Convener: REACH, in the geographical center of the region, has significant experience convening diverse groups of stakeholders to address regional issues

Kern County

Applicant:

Fiscal Agent: Kern Community College District

Regional Convener: Kern Coalition, a partnership between Better Bakersfield and Boundless Kern, Community Action Partnership of Kern, Kern Inyo and Mono Central Labor Council, Building Healthy Communities, and Kern Community College District

Contact:

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Award: \$5,000,000

"It is inspiring to be part of a process that has included rural, mountain, and desert community voices as we develop an economic recovery plan that works for all of Kern County."

- Kern Coalition

Project Description:

The Kern Coalition is an intersegmental partnership of labor, community, workforce development, economic development, environmental and social justice groups that have pledged to engage the broader community, disinvested communities, key stakeholders, and community members. The CERF structure democratizes and centers diverse voices to meaningfully engage, participate, develop, and direct the implementation of the Phase 1 work to develop the Kern Regional Economic and Recovery Transition Plan, a sustainable economic development strategy leading to equity and shared prosperity.

Achieving a sustainable and equitable economic recovery at the same time as the shift to a carbon neutral economy is underway - offers unprecedented challenges and opportunities. The Kern Coalition of key stakeholders, disinvested communities, CBOs, city and county



governments, and public entities, including economic development, philanthropy, education, and workforce partners are committed to inclusive and transparent processes that improve equity and prosperity, increase access to quality jobs in sustainable industries, and improve environmental and social determinants of health.

The Kern Coalition is a five-entity strong Regional Convener comprised of Building Healthy Communities (BHC), Better Bakersfield and Boundless Kern (B3K), Community Action Partnership of Kern (CAPK), the Kern Community College District (KCCD), and the Kern Inyo Mono Central Labor Council (KIM CLC). The Kern Community College District (KCCD) will serve as the fiscal agent. Together, they have committed to collaborate in developing a sustainable and equitable economic recovery plan.



Los Angeles County

Applicant:

Fiscal Agent: California Community Foundation

Regional Convener: The Economic Development Corporation of Los Angeles County

Contact:

Stephen Cheung

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Award: \$5,000,000

“The fabric of LA’s future must be woven with equity, industry, sustainability and resilience – a highroad approach to economic development that supports diverse entrepreneurship and the creation of quality jobs and equal access to those jobs.”

Project Description:

The Los Angeles Region High Road Transition Collaborative (LA HRTC) is committed to building an equitable and sustainable economy that fosters long-term economic resilience in the transition to a carbon neutral economy. Our vision is of an LA region where disinvested communities become our first priority for investment. We fully support the state's vision for CERF, including each of the CERF objectives of equity, sustainability, job quality, economic competitiveness and resilience, with a primary focus on equity as the key to achieving CERF goals.

The LA HRTC Outreach Plan uses an “uplift all voices approach” anchored in affinity-based subgroups made up of disinvested communities to ensure that all constituents have an equitable opportunity to participate in the planning process.

LA County has more residents living in poverty than any other American county, the majority of whom are persons of color. In addition, the LA region and its economy experienced profound impacts from the pandemic and has been slower to recover than the rest of the state. These COVID-related burdens have fallen disproportionately on the region’s disinvested communities.



California Community Foundation (CCF) will serve as the Fiscal Agent and the Economic Development Corporation of Los Angeles County (LAEDC) as the Regional Convener.

LAEDC is uniquely suited to serve in the role of Convener having served as the trusted convener for many regional efforts that bring together cross-sector partners to plan for equitable economic growth. LAEDC regularly produces research on regional economic needs, challenges, and opportunities, including detailed analyses of the region's major industry clusters and labor markets.



Orange County

Applicant:

Fiscal Agent: Charitable Ventures of Orange County

Regional Convener: Orange County Business Council

Contact:

Jesse Ben-Ron

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Award: \$5,000,000

"Orange County is a microcosm of all great things about California, multi-culturalism, beaches, sunny weather, and educated workforce that drives a powerful economy, but also its ills, such as severe economic inequality and higher and higher housing costs that squeeze middle and low-income residents."

Project Description:

Orange County High Road Transition Collaborative will be the first cross sector collaborative in the region with the mission of driving equitable, sustainable, and resilient economic development. Our vision is to realize an economy that can support residents in disinvested communities with pathways to move up the economic ladder and grow quality jobs in industry sectors that can withstand economic downturns and expedite California's green energy revolution, moving forward together with a collective and diverse decision-making body.

Orange County has one of the most diverse and powerful economies in the United States. Orange County's largest employment sectors are construction, tourism, and health services, and is a leader in sectors such as dental laboratories, computer storage device manufacturing, surgical and medical instrument manufacturing, and biomass electric power generation. While growing, OC suffers from significant income inequality. Real wages for top earners increased by 24% between 1979 and 2016, but wages for low earners decreased by 26%. Lower-paying jobs are expected to account for the majority of county job growth. Retail, hospitality, and tourism employ entry-level workers at wages insufficient for the county's cost-of-living. Poverty is disproportionately concentrated in immigrant communities in northern and central OC. This



initiative will recognize these long-standing hardships and design strategies and policies aimed at supporting these residents.

This grant's fiscal agent will be Charitable Ventures, a 501(c)(3) community-based organization that offers incubation, social impact consulting, regional collaboration supports, and grant administration to help other community-based organizations maximize impact. The Orange County Business Council (OCBC) will serve as the HRTC Regional Convenor. OCBC's mission is to enhance Orange County's economic development so that the region's vibrant economy continues to expand, bringing the benefits of prosperity to every person in Orange County. OCBC and its predecessor organizations have promoted economic development in the region for over 125 years.