

Eastern Sierra Region

Community Economic Resilience Fund (CERF)

Lunch & Learn June 15, 2022



Agenda

1

Introduce potential stakeholders to Sierra Business Council as a CERF convener.

2

Familiarize potential stakeholders with the CERF program goals, objectives, and application process.

3

Solicit feedback on stakeholders we should be reaching out to; identify economic development and climate resilience projects; capture “blue sky” ideas.

4

Direct stakeholders to additional resources to understand and contribute to the process.

About Sierra Business Council



How We Work

Our on-the-ground programs and projects are designed to bring proactive change to the Sierra.



Who We Are

We are a Sierra based nonprofit organization with a mission to increase community vitality, economic prosperity, environmental quality, and social fairness in the Sierra Nevada.



Our Role in CERF

SBC is pursuing the role of Regional Convener and Fiscal Agent for CERF efforts on behalf of the Eastern Sierra region.

What is the CERF?

A one-time use of State general funds that will distribute \$600 million to regions across California to support inclusive and low carbon economic development.

The state's CERF Leadership Team consists of the California Labor and Workforce Development Agency (LWDA), the Governor's Office of Planning and Research (OPR) and the Office of Business and Economic Development (GO-Biz).



CERF Program Objectives & Design

- Promote equitable and sustainable economic development
- Align and leverage federal and state funding to maximize economic resilience
- Support inclusive economic planning that prioritizes equity, job quality, and sustainability

CERF Regions

13

All 13 regions will receive planning and implementation dollars through competitive processes.

Phase 1: Planning

\$5M

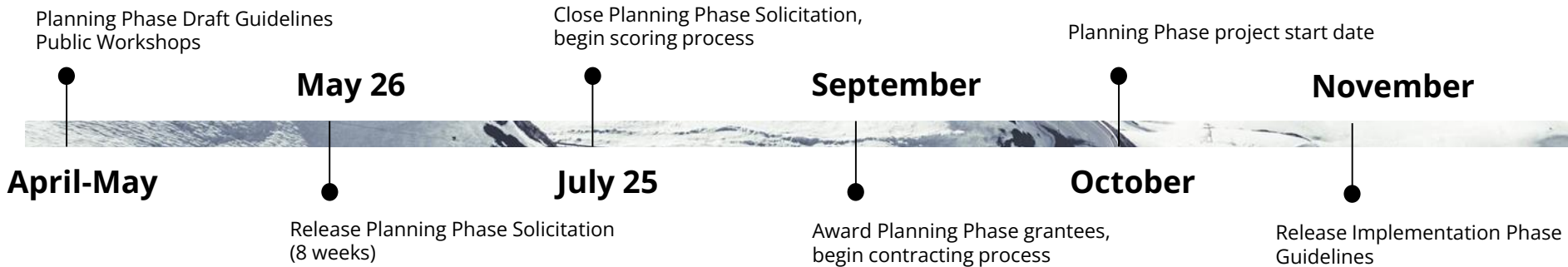
Each region will receive up to \$5M to foster partnerships, create HRT Collabs, and develop regional economic plans.

Phase 2: Implementation

\$500M

\$500M will be rewarded across all 13 regions to implement projects that meet CERF program metrics.

CERF Timeline (anticipate 18-24 month process)



Requirements for Phase 1: Planning

In order to apply for CERF, SBC will need to present an initial vision and goals for the High Road Transition Collaborative (HRTC) and how SBC will meet the Planning Phase Requirements.

Partnerships & Coalitions

- Governance structure plan
- Outreach plan
- Plans for creating inclusive coalitions

Regional Plans

- Develop high road regional economic plan
- Analyze: equity, sustainability, job quality/access, economic competitiveness

Vision & Goals

Develop a vision and specific goals for creating a high road economy that is sustainable, inclusive, and equitable.

Analysis

- Stakeholder mapping
- Regional summary of economic & climate hazards
- Labor & industry analysis

The Eastern Sierra Region

7 counties • 19,252 mi² • 186,266 people

Current Economic Drivers:

Tourism & Travel Spending • Health Care & Social Assistance •
Transportation & Warehousing • Real Estate & Rentals

Potential High-Growth Sectors:

Forestry & Biomass Utilization • Forest Health & Fire Mitigation •
Climate & Energy Innovation • Sustainable Tourism • Health Care
& Social Assistance



Local Knowledge SBC is Seeking

To build a High Road Transition Collaborative (HRTC) representative of the entire Eastern Sierra Region and develop plans that can adequately serve the area, we need engagement from community members, local leaders, and, most critically, from systemically disinvested populations.

Stakeholders

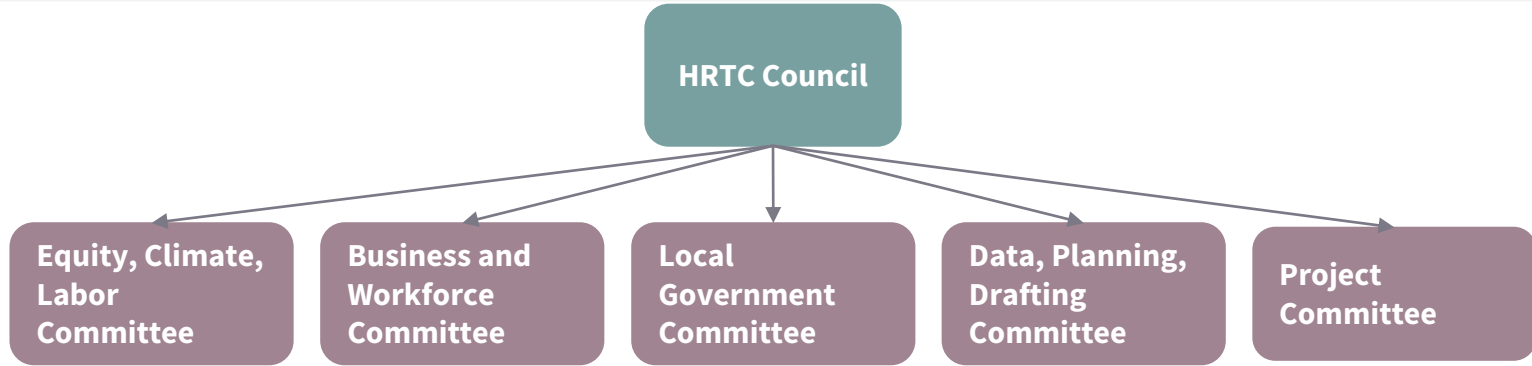
- Tribal Representatives
- Environmental Justice Advocates
- Labor Organizations
- Community Organizers
- Public Agencies

Existing Economic & Climate Development

- Workforce training
- Broadband deployment
- Climate mitigation and adaptation measures
- Sustainable tourism
- CEDS

Economic & Climate Resiliency Opportunities

- Long term goals
- New ideas
- Big picture plans
- Future dreams



HRTC Council

- 21 members + Non-voting Chair
- 3 from each county (or cities within counties)
- 5 are chairs of the Committees
- Represents the diversity of required stakeholders

Committee Structure

- 7 voting members per Committee
- Open ex officio membership
- 1 voting member from each County
- Committee chair sits on HRTC board
- Committee decisions matriculate to board

Decision Making Process

Decision making in committees and board based on modified consensus model (Support, Can Live With, Abstain Oppose)

1. Straw Poll
2. Discussion
3. Poll-No consensus triggers vote.

Operational decisions require a majority vote of committee and board members.

Project decisions require a $\frac{2}{3}$ vote of committee and board members.

Additional Information:

Governor's Office of Planning and Research

<https://opr.ca.gov/economic-development/just-transition/cerf.html>

Announcement Video

https://www.youtube.com/watch?v=INEG_tCL-oQ

California Labor and Workforce Development Agency Guidelines

https://edd.ca.gov/en/jobs_and_training/WDSFP_Workforce_Development_Solicitations_for_Proposals/

Thank you.

Contact/ Follow up info:

Sierra Business Council

CERF Team

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