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 partnership agreement, data collection strategy, and governance model.

4. Direct stakeholders to additional resources to understand and contribute to the process.
About Sierra Business Council

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.

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

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)

April-May
- Planning Phase Draft Guidelines
- Public Workshops

May 26
- Release Planning Phase Solicitation (8 weeks)

July 25
- Close Planning Phase Solicitation, begin scoring process

September
- Award Planning Phase grantees, begin contracting process

October
- Planning Phase project start date

November
- Release Implementation Phase Guidelines
The Eastern Sierra Region

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

**Current Economic Drivers:**
Tourism & Travel Spending ● Health Care & Social Assistance ● Agriculture ● Transportation & Warehousing ● Real Estate & Rentals ● Government

**Potential High-Growth Sectors:**
Forestry & Biomass Utilization ● Forest Heath & Fire Mitigation ● Climate & Energy Innovation ● Sustainable Tourism ● Health Care & Social Assistance
Requirements for Phase 1: Partnership Agreement

**Partnership Agreement Letter**
- Each participant must submit a letter to SBC
- Governance structure
- Description of type of entity
- Description of knowledge and experience
- Contact, role, email, signature
- Circulate starting Monday June 20th

**Supporting Documents**
- Partnership agreement letter template
- Description of commitment
- Governance structure
- All June 20th
Requirements for Phase 1: Data Collection Strategy

Regional Data Strategy

- Stakeholder mapping
- Regional economic summary
- Regional labor analysis
- Regional economic cluster analysis
- Regional workforce education and training analysis
- Disinvested communities analysis
- Regional climate analysis
- Public health analysis*
- SWOT analysis
- Alignment with state policy
- Contract with CSUC CED for economic data
- SBC does climate data
Proposed HRTC Governance Structure

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 2/3 vote of committee and board members.

Community | Environment | Economy
Required Stakeholders

- Employers, businesses, and business associations
- Labor organizations
- Grassroots and cbo's, community organizers, and community members
- Government agencies
- Economic development agencies
- Philanthropic organizations
- Education and training providers
- Workforce entities
- Environmental justice organizations
- Disinvested communities
- California Native American Tribes
- Other regional stakeholders capable of contributing to the success of the project
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
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_Solicitation_s_for_Proposals/
Thank you.

Contact/ Follow up info:

Sierra Business Council
CERF Team
Email: cerf@sierrabusiness.org
Website: https://www.sierrabusiness.org/archives/cerf/